

Citizenship in Action

Campaigns and action plans

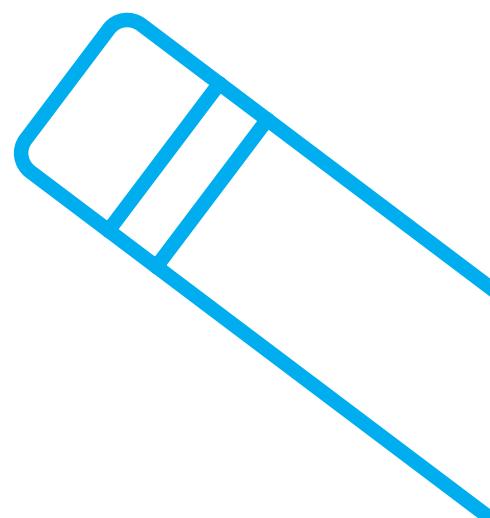
Table of Contents

Introduction

How to Use This Guide	4
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Action Campaigns

WE Go Green	5
WE Need Numeracy	15
WE Read Together	25
WE Rise Above	35
WE Scare Hunger	45
WE Volunteer Now	55
WE Won't Rest	65



WE Schools Programme Manager or Coordinator:

Email: _____

Skype Username: _____

Phone: _____

Your WE Code: _____

Get ready to take action.

This is citizenship in action.

This guide contains action-based campaigns that will help you to develop a plan and take action on the local issues you're passionate about. Each campaign includes an introduction to an issue and why it is important, as well as ideas to help you make an impact. Our ready-made action campaigns will help you set goals, plan your actions and reflect on your successes!

At the end of the year, flip through the pages and feel proud of the difference you've made in your local community. This one is for you. So fill it up, get inspired and start changing the world!

How to Use This Guide

First, use the Exploring Issues activity (found in the **Teacher's Guide** on page 9) to learn more about local issues and find a cause you want to take action on. Once you decide on the issue, then you're ready to choose your **action campaign** and turn your passion into action. Each action campaign is built using the four steps of WE Schools to help you plan your project from start to finish.

Steps of WE Schools			
			
1. Investigate and Learn Explore local and global issues then set your goal.	2. Action Plan Develop an action plan for your initiative.	3. Take Action Implement your plan and reflect on your impact.	4. Report and Celebrate Present the results of your project.
Record and Reflect Take time to record and reflect on your progress and impact during each step. After completing each action campaign , contact your WE Schools Programme Manager or Coordinator, to share how you changed the world.			

Skills Development

The following skills will be gained throughout the campaigns and can be helpful in your schoolwork and future careers. Look out for these icons at the beginning of each campaign:



Argument Formation



Information Literacy



Leadership



Organisation



Action Planning



Research and Writing



Critical Thinking



Reflection

Gather your friends and pledge to go green.



AN INITIATIVE OF



Reflection



Argument Formation

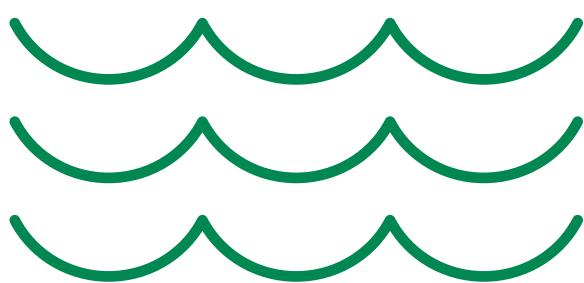


Leadership

Sustainability + Purpose = CHANGE

Human habits and actions are having a negative impact on our environment. But it's not too late to reverse the damage. We only get one green Earth, so let's commit to keeping it that way!

Launch a **WE Go Green** campaign in your school or community and make pledges to live more sustainably. Encourage your family members, friends and community to get involved and create an even bigger impact. Then, watch how everyday actions can turn into extraordinary impacts!



FACT: Global sea levels rose by approximately 8 inches in the last century.



Make a sustainability pledge or start a school or community garden.



Campaign in Action

At St. Mellons Primary School in Glamorgan, pupils are studying the science of sustainability. Throughout the summer term, class teacher, Clare Kupe, used the [WE Go Green lesson plans](#) to help pupils discover the importance of sustainable living. From understanding their ecological footprints, to raising awareness of environmental issues by sharing statistics, pupils soon became sustainability experts!

With knowledge comes responsibility, and pupils are now taking charge by reducing, reusing and recycling more at school. After monitoring photocopier paper usage over a six-week period, the office manager reported a 40 per cent reduction by the class alone—showing that, when we work together, we can protect our planet!

As their class motto goes, “St. Mellons is helping the world to be cleaner and greener!”

At School

- Challenge your peers to commit to a personal sustainability pledge, like packing five no-waste lunches or reducing showers from ten to five minutes.
- Replace plastic water bottles with reusable bottles, recycle paper and turn off the lights when they're not needed.



At Home

- Commit to a car-free day to reduce carbon emissions in the environment.
- Cook vegetarian meals with your family two or three times a week to reduce your meat consumption.



As a Community

- Organise a community-wide litter pick around your local area.
- Write to local retailers to encourage them to use recyclable packaging for their products.



Connect With Other Campaigns



*Check out your **Fundraising in Action Guide** for fundraising tips, inspiration and action planning tools.

World Environment Day

The **WE Go Green** campaign supports you to improve your environment on a local level, however, environmental problems are also a global issue. Unless countries act together to build a more sustainable world, our planet will remain in danger.

Organise a WE Go Green event on 5 June 2019, to mark **World Environment Day** and stand in solidarity with countries around the world for a greener future!

Checklist

- Investigate and learn with the **Environment Issue Card**.
- Visit WE.org/gb/wegogreen for more resources.
- Create an **action plan** on page 11.
- Put up **campaign posters**.
- Watch and share the **environment issue video**.
- Print out and distribute the **Creative Resource: Plant Markers** on page 12.
- Share on social media with **#WEgoGreen**.
- Share your impacts with your WE Schools Programme Manager or Coordinator.
- Plan your **WE DayX**.

Challenge Your Peers

Do you know what your environmental footprint is? Challenge your class to find out theirs using this **Footprint Calculator** and see who has the biggest and smallest impacts. Then, take steps to reduce your environmental damage!





**17 of the 18
warmest years
on record have occurred since 2001.**



Find More Online

Check out WE.org/gb/wegogreen for more stats, information and downloadable posters to help you make a difference.

Let's take action.

Step 1: Investigate and Learn

Planting the seeds for change begins with learning more about what's going on in your own community! Use the [Environment Issue Card](#) to help you learn more.

What sustainability initiatives already exist in your school or community?

Which ones work best?



Community Mapping

Download the [Community Mapping activity](#) to guide you on a walk around your school. Look for signs of issues that have negative or positive environmental impacts (e.g. lack of recycling bins or overuse of electricity). Do you notice any obvious improvements you can make to your school (e.g. putting recycling bins in every classroom)?

Issue	Solution

Set Your Goal

What pledges can you take to help promote sustainability in your school? Encourage each group member to set their own goal for making a positive impact on the environment, then decide on a sustainability pledge to take action on together!

We pledge to:

What is your goal for this action? For example, how many seeds will you plant in your garden? How many plastic water bottles will you switch to reusable bottles?

When will you hold your campaign? From: _____ To: _____

Step 2: Action Plan

Ready to create a more sustainable world? Use our master task list below to guide you and put each task in chronological order. Add your own tasks too and remember that some tasks may need to happen at the same time.

Master Task List:	Steps to Success:
Get permission from your teacher(s)	1.
Engage your local community	2.
Write in your school newsletter	3.
Spread the word on social media using #WEgoGreen	4.
Design and put up posters	5.
Lead a school assembly	6.
Gather supplies	7.
Other:	8.
Other:	9.
Other:	10.

Plant Markers

Use the plant markers below to help identify the plants in your new classroom plant pots or school garden. Print this page, cut out the plant markers and fold along the dotted line. Place a lolly stick in the seam and glue together. To download more plant markers, visit WE.org/gb/wegogreen.



Step 3: Take Action

Every seed planted and bottle recycled is helping contribute to a better, more sustainable world. Encourage your whole school to get involved and start taking action!



Don't forget to share your pictures, progress and success on social media with #WEgoGreen.

Reflect

What does sustainability mean to you?



Why is it important that your school and community get involved in a campaign focused on sustainability?



What worked and what didn't go to plan with your sustainability pledges?



Step 4: Report and Celebrate

Report

How many people participated in the campaign? _____

How many people did you reach through the campaign? _____

How many pledges of sustainability did your group take? _____

How long did you run your WE Go Green campaign for? _____

Celebrate

Make sure you celebrate and share the success of your campaign, and reward yourselves for all your hard work.

- Share photos of your actions with your school, community and WE Schools Programme Manager or Coordinator.
- Capture the highlights of your event day and create a video or classroom display.
- Celebrate impacts through a class party, assembly or **WE DayX**.

Write how you celebrated your impacts or stick-in a photo!



Raise awareness of the importance of numeracy in everyday life.



WE Need Numeracy



Leadership



Critical Thinking



Reflection

AN INITIATIVE OF



MADE POSSIBLE BY



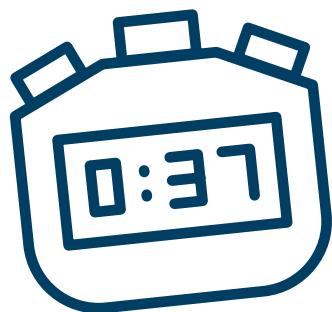
A special thank you to KPMG for working towards changing people's attitudes to numbers.

KPMG is encouraging young people to raise awareness of the importance of numeracy in our everyday lives. WE and KPMG believe that numeracy is vital for young people to reach their full potential and thrive in today's society. Being proud to be numerate empowers young people to change the world.

Numeracy + Advocacy = CHANGE

Numeracy is one of the most important skills to have because it affects almost every aspect of our everyday lives. From knowing if you are getting the correct change at the shops, to understanding the scoring in a sports match, to measuring the correct baking ingredients for your cake, not to mention that almost every job needs basic numeracy—numeracy really does matter!

Raise awareness of numeracy in your school and community with the [WE Need Numeracy](#) campaign and help other young people discover how numeracy can create lifelong benefits for themselves and others.



Nearly half of working-age UK adults, currently have the numeracy levels of a primary school-age child. This has a significant negative impact on themselves, their employers and on society overall.



Raise awareness of numeracy and change attitudes to numbers.



English teenagers aged 16-19, have the second worst numeracy levels for this age group in the developed world.

At School

- Launch an awareness-raising campaign using assemblies and posters to showcase how numeracy is important for all future careers.
- Consider how being numerate is important when planning social action in your school, or organising a volunteering event.
- Make use of the numeracy toolkits that KPMG have created alongside National Numeracy. Visit numeracyday.com/we.



At Home

- Create a shopping list for a weekly food shop for a typical family, and work out how much you would need to budget to be able to buy what is needed.
- Consider what a typical household might use in terms of bills (e.g., telephone, water, gas, electricity, etc.) and work out how much money these would cost each month.

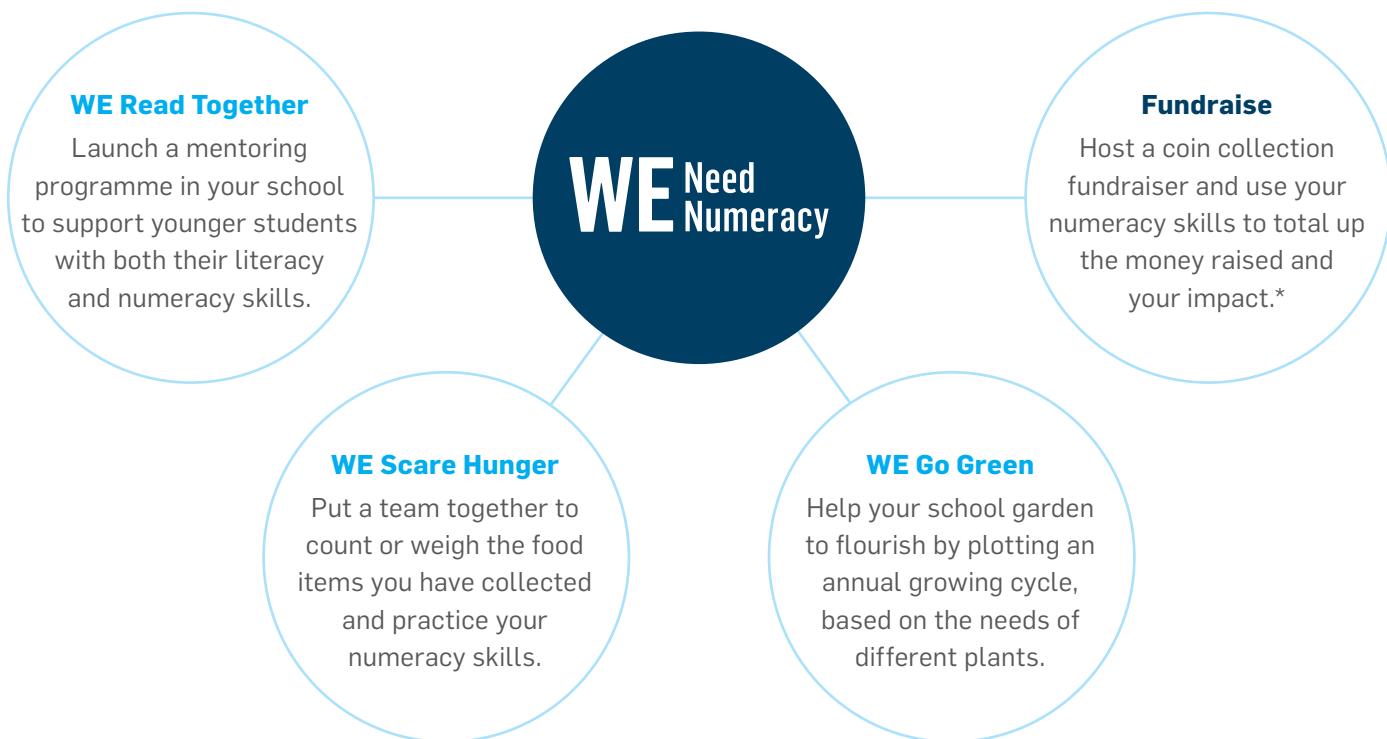


As a Community

- Survey members of your local community (e.g., neighbours, teachers, family members, etc.) to find out how they use numbers in their own careers.
- Plan a numeracy themed event that showcases examples of how we use numbers every day and raises awareness of the barriers that innumeracy causes.



Connect With Other Campaigns



*Check out the [Fundraising in Action Guide](#) for fundraising tips, inspiration and action planning tools.

KPMG invites you to celebrate National Numeracy Day**

Bring numbers to life on [National Numeracy Day!](#)

However numbers make you feel, you're not alone. National Numeracy Day is about coming together to celebrate the power of numbers, and helping everyone to recognise that numbers play an important role in our everyday lives. Celebrate National Numeracy Day in 2019, sharpen your numeracy skills, and let numbers improve your life!

Visit www.numeracyday.com for information and learning tools and check back for the date announcement.

**National Numeracy Day is run by National Numeracy and has been created with Founding Supporter, KPMG.

Checklist

- Investigate and learn with the [Numeracy Issue Card](#).
- Visit WE.org/gb/weneednumeracy for more resources.
- Create an [action plan](#) on page 21.
- Put up [campaign posters](#).
- Print out and fundraise with the [Creative Resource: Collection Containers](#) on page 22.
- Share on social media with [#WEneedNumeracy](#).
- Plan an event to celebrate [National Numeracy Day](#).
- Learn how numbers are important for everyday life with the KPMG National Numeracy Day toolkits available from numeracyday.com/we.

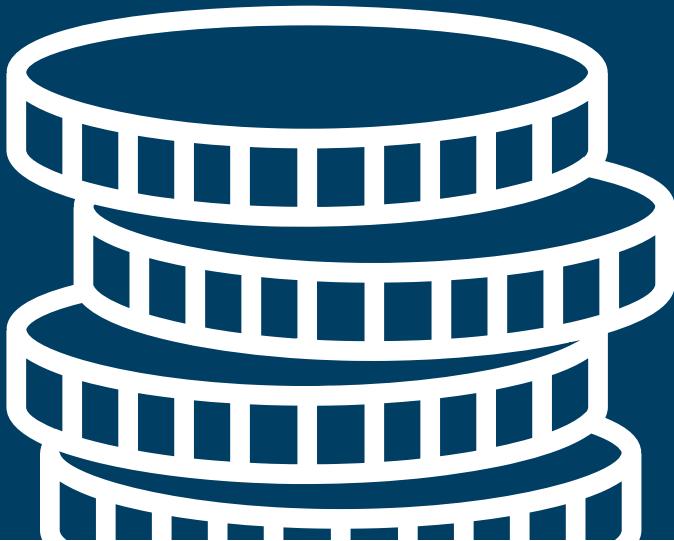
Challenge Your Peers

Being numerate can give you the power to change the world and influence future generations of young leaders! Challenge fellow change-makers to collect coppers and small change every day for a week and see how much you have collected at the end. Share what you plan to do with the small change you have collected on social media. Remember to use [#WEneedNumeracy](#).





**People with poor numeracy skills are less likely
to save money on day-to-day expenses, costing
the individual an estimated
£460 every year.**



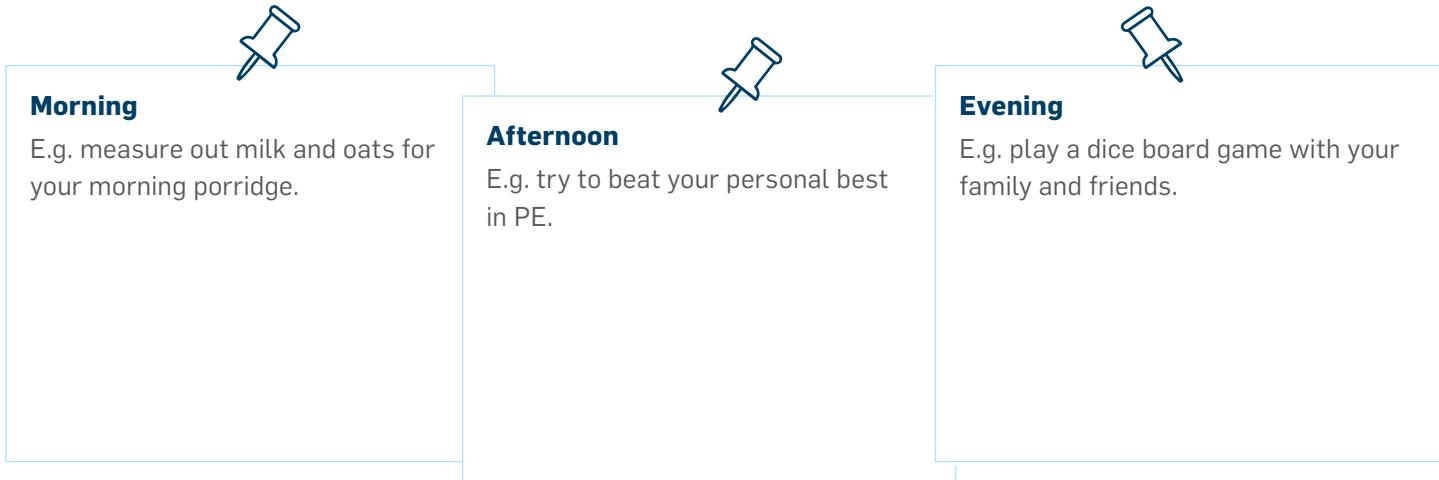
Find More Online

Go to WE.org/gb/weneednumeracy for more stats, information and a downloadable poster to help you change attitudes to numbers.

Let's take action.

Step 1: Investigate and Learn

We use numbers every day, whether in school, work or everyday life. With your group, consider the tasks you complete each day that involve numbers and fill in the spaces below. Challenge yourself by adding tasks done by your family members.



"I'm bad with numbers."

"There's no point in maths."

"Maths geek!"

"Maths is too tricky."

Do the phrases above sound familiar? Have you ever said any of them yourself? Although numeracy skills are hugely important, many people have negative attitudes towards numbers.

Why do you think this is? With your group, write down as many reasons as possible.



What could you do to challenge attitudes to numbers?



Remember! Use your **Numeracy Issue Card** for helpful hints and to take your learning further.

Set Your Goal

Now that you understand the power of numeracy, it's time to set your awareness-raising goal. To help you set a S.M.A.R.T. goal for your campaign, check out this [practical activity](#). Whether you organise an event for your whole community or organise a coin collection, it's going to be amazing!

How will you take action with the **WE Need Numeracy** campaign?

- Host an event
- Organise a fundraiser
- Hold a careers evening
- Create a numeracy quiz
- Open a school shop
- Other _____

How many people will get involved in raising awareness? _____

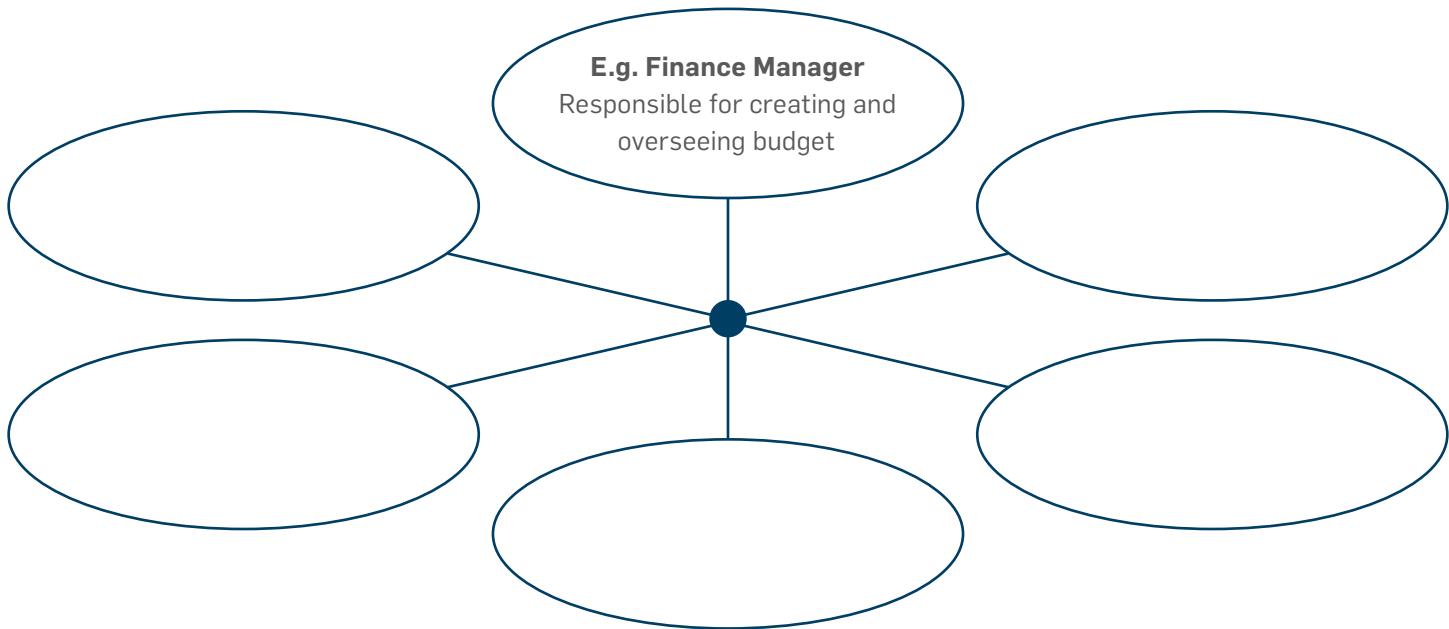
What impact do you hope to create through your action? _____

Step 2: Action Plan

Behind every successful action campaign is a team of change-makers!

To be successful, it's important to make the best use of your group's skills! Write a list of the roles you will need to make your action a success (e.g., Group Leader, Social Media Manager, Finance Manager). Match-up the roles to your group members, based on their skills and interests. Think about how each role will need to use numeracy to complete their tasks. Make sure everyone is happy with their role before getting started.

Use the space below to **assign tasks to group members**. Tasks may include creating a financial budget, putting up posters, securing a campaign day, and hosting a whole school assembly.

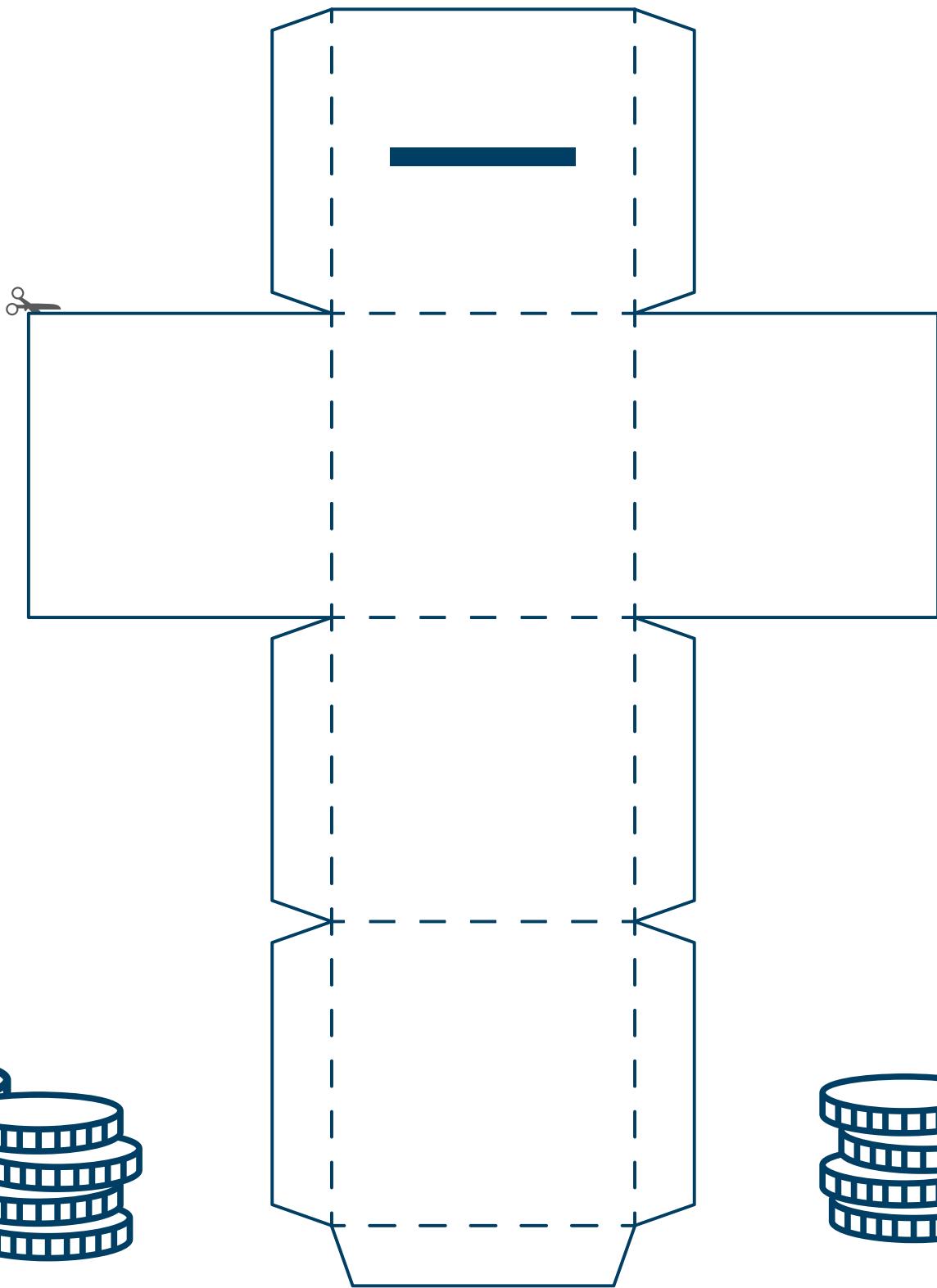


To ensure your event is a success, you'll want to be prepared! How will you brush-up on your numeracy skills, ahead of your campaign?



Creative Resource: Collection Containers

Your campaign can have double the impact! Use the net below to create coin collection containers and launch a fundraiser in your school. Collect pennies, pounds and everything in-between. Use your numeracy skills to count them up, and donate your total to a charity of your choice. To print more collection container nets, go to WE.org/gb/weneednumeracy.



Step 3: Take Action

You've multiplied your knowledge, calculated your goal and divided up tasks. You're ready to solve the problem of innumeracy and promote positive attitudes to numbers!



Share your pictures, videos, updates and favourite facts on social media with #WEneedNumeracy.

Reflect

Did your group reach your awareness-raising goal? Did you run into any challenges along the way? If so, how did you solve them?



What were some facts about numeracy that you learned, that you didn't know before? How have your attitudes to numeracy changed?



How can you promote positive attitudes to numeracy in your daily life?



How do you think you will use the numeracy skills developed throughout this campaign, within your future chosen career?



Step 4: Report and Celebrate

Report

How many people from your school and/or community got involved in your WE Need Numeracy campaign? _____

How did you raise awareness during your campaign? _____

How many posts did you share on social media? _____

If you fundraised, what was your final total? _____

Were you expecting to raise the amount above? _____

Did you/do you plan to take part in National Numeracy Day in 2019? _____

Celebrate

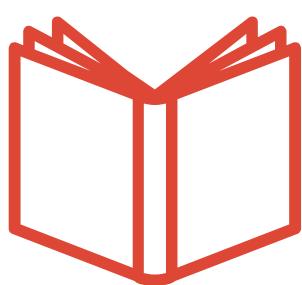
Make sure you celebrate and share the success of your campaign, and reward yourselves for all your hard work.

- Share photos of your actions with your school, community and WE Schools Programme Manager or Coordinator.
- Capture the highlights of your event day and create a video or classroom display.
- Celebrate your impacts through a class party, assembly or **WE DayX**.

Write how you celebrated your impacts or stick-in a photo!



Be an advocate for literacy.



WE Read
Together

AN INITIATIVE OF



Leadership



Critical Thinking

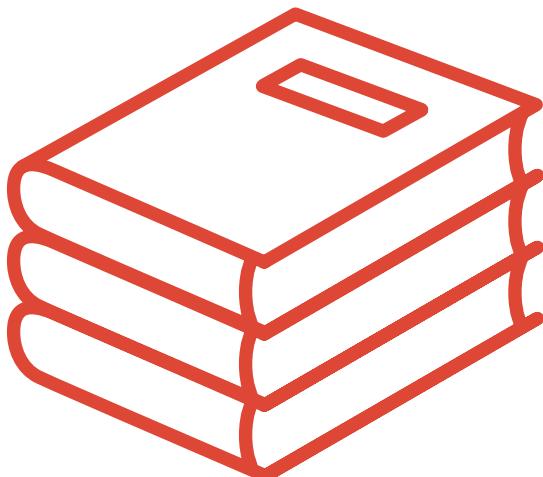


Reflection

Access to Books + Literacy Advocate = IMPACT

Literacy skills are empowering because they have a huge impact on our everyday experience. Reading a train timetable, making sense of instructions or filling out a form are all everyday actions that require literacy. When we are able to read, write and interpret information, we can move through life with confidence!

By becoming an advocate for literacy, you have the power to inspire young leaders to become readers and lifelong learners. Use the **WE Read Together** campaign to discover how to create change around literacy.



FACT: Illiteracy can lead to lower-paying jobs, poor self-esteem and negative health effects.

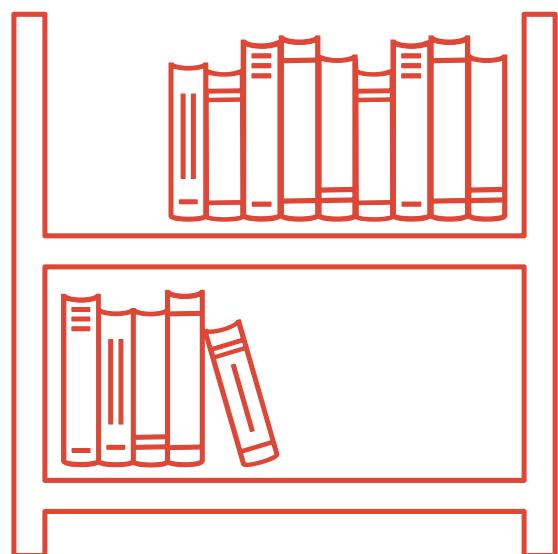


Organise a book collection or become a reading mentor for younger students.

Campaign in Action

In the lead-up to **World Book Day**, Oasis Academy John Williams in Bristol, shone a light on literacy. Across Years 7 to 9, students completed the **WE Read Together lesson package**, exploring different perceptions of reading and the value of strong literacy skills in our ever-changing world!

Armed with WE's infographics and action-planning tools, students developed a plan for spreading a love of books throughout their school! By revamping their library and creating a fun space for exploring the wonderful world of books, students hope to engage their whole school in literature-based learning. By reading together, students can immerse themselves in new worlds and new experiences!



At School

- Become a reading mentor for a younger child to help encourage a lifelong love of reading, and track the number of hours you read together.
- Host a read-a-thon for students to come together and track the number of hours they read.



At Home

- Collect your family's gently used books, and donate them to a local organisation. Keep track of the number of books you donated.
- Spend time discussing your favourite books with family members—what you enjoyed, which characters you liked or disliked and anything that you learned.



As a Community

- Organise a community celebration event at your local library and perform some of your favourite short stories.
- Start a book exchange kiosk where community members can take a book and/or leave a book. Track the number of books exchanged!



Connect With Other Campaigns



World Book Day

On 7 March, reading fever will sweep the UK! Organise your WE Read Together event for **World Book Day**, a global celebration of reading.

Find out more and access resources at www.worldbookday.com.



Checklist

- Investigate and learn with the **Illiteracy Issue Card**.
- Visit WE.org/gb/wereadtogether for more resources.
- Create an **action plan** on page 31.
- Put up **campaign posters**.
- Watch and share the **illiteracy issue video**.
- Print out and distribute the **Creative Resource: Bookmarks for Thought** on page 32.
- Share on social media with **#WEreadTogether**.
- Share your impacts with your WE Schools Programme Manager or Coordinator.
- Plan your **WE DayX**.

Challenge Your Peers

How many books can you read in one month? Challenge your classmates to a reading marathon. Read as many books as possible, share each one you finish on social media, then crown your reading champion! Remember to use **#WEreadTogether**.

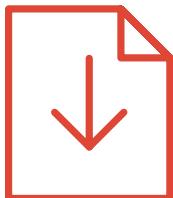




**10 year-olds who enjoy
reading have a reading age**

1.3 years higher

than their peers who do not enjoy reading.



Find More Online

Check out WE.org/gb/wereadtogether for more stats, information and downloadable posters to help you make a difference.

Let's take action.

Step 1: Investigate and Learn

Well-rounded literacy skills are important for leading a happy, healthy and productive life. Before you start your action plan, test your knowledge of literacy to see what you already know!

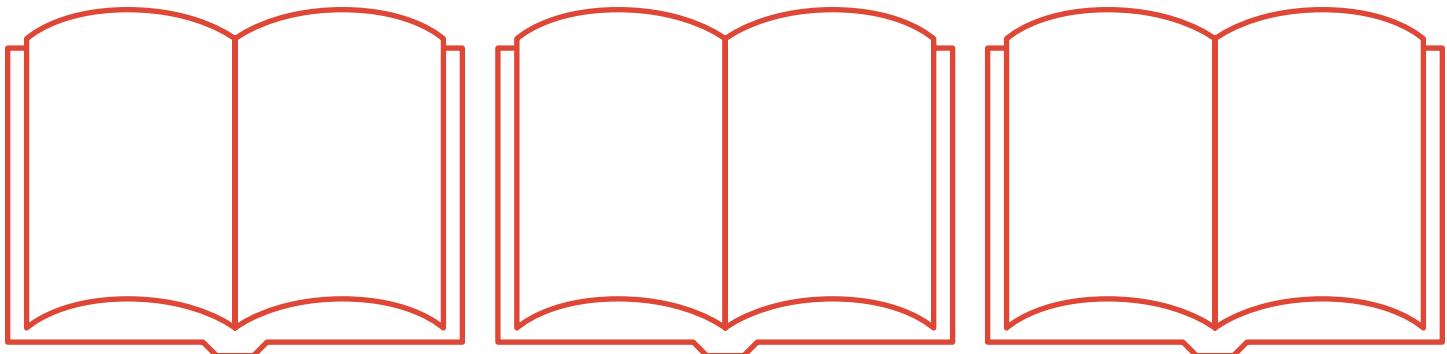
1. Reading has no impact on our health. **True/False**
2. Literacy includes the ability to read and write through verbal, print, visual and digital formats. **True/False**
3. Those with poor literacy skills have a greater chance of facing poverty, unemployment and illness. **True/False**

Use the **Illiteracy Issue Card** with your group to find out more about how literacy impacts your life.

Did any of the stats surprise you or inspire you to take action?



Who are your favourite book characters and why? Write a few in the spaces below.



Take a Tally

To help promote literacy in your school, learn about which genres of books people are interested in!

Drama	Non-fiction	Fantasy	Mystery	Historical	Other

Answer Key: 1. False 2. True 3. True

Set Your Goal

Share your love of reading with your classmates through a book club, book collection, becoming a reading mentor or in another way of your choice!

Book Club

How many people do you want to get involved in the book club? _____

Book Collection

How many books do you hope to collect? _____

Reading Mentor

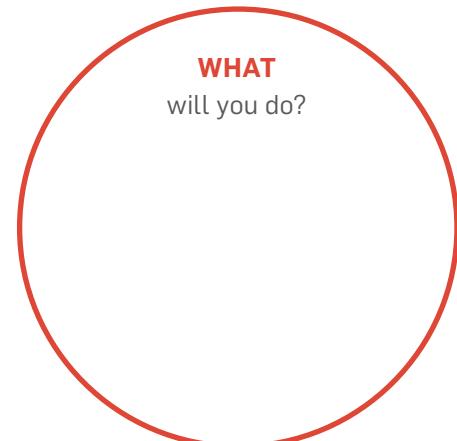
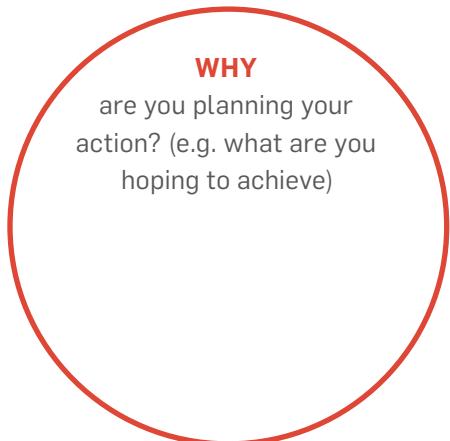
How many books does your mentoring group hope to read this year? Ask everyone to share their reading goal and then add them up! _____

Other

What is your goal for your WE Read Together campaign? _____

Step 2: Action Plan

Ready to share your passion for reading? Use the Five Ws (and one H!) method, to help plan your **WE Read Together** action.



Creative Resource: Bookmarks for Thought

Use the bookmarks below to help keep your place while reading. When you're finished, write down something about the book that inspired you and place it in the front of your book for the next person who reads it to find!



Book Title:

This book inspired me to:



Book Title:

This book inspired me to:



Book Title:

This book inspired me to:

Step 3: Take Action

Ready, set, start reading! Through your peer reading, book club and/or book collection, you are helping to empower yourself and others with literacy skills for life.



Share pictures from your reading initiatives on social media with #WEreadTogether.

Reflect

What was the main thing you learned through taking action with WE Read Together?



How will your actions impact future generations of young readers and leaders?



Books That Inspire

Create a list of inspirational books that have influenced your group during this campaign. Share your list with others to keep spreading the power of literacy around your school and community.



Step 4: Report and Celebrate

Report

How many people participated in your WE Read Together campaign? _____

If you hosted a book collection, how many books were swapped or purchased? _____

If you launched a book club, which books have you read/do you plan to read? _____

How many books were included on your inspirational books list? _____

Celebrate

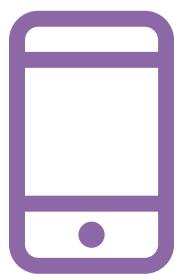
Make sure you celebrate and share the success of your campaign, and reward yourselves for all your hard work.

- Share photos of your actions with your school, community and WE Schools Programme Manager or Coordinator.
- Capture the highlights of your event day and create a video or classroom display.
- Celebrate impacts through a class party, assembly or **WE DayX**.

Write how you celebrated your impacts or stick-in a photo!



Rise above cyberbullying.



WE Rise
Above

AN INITIATIVE OF



Information Literacy



Reflection

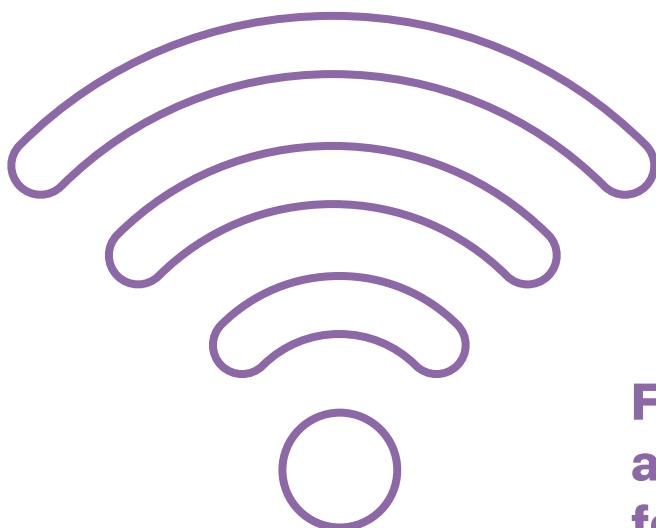
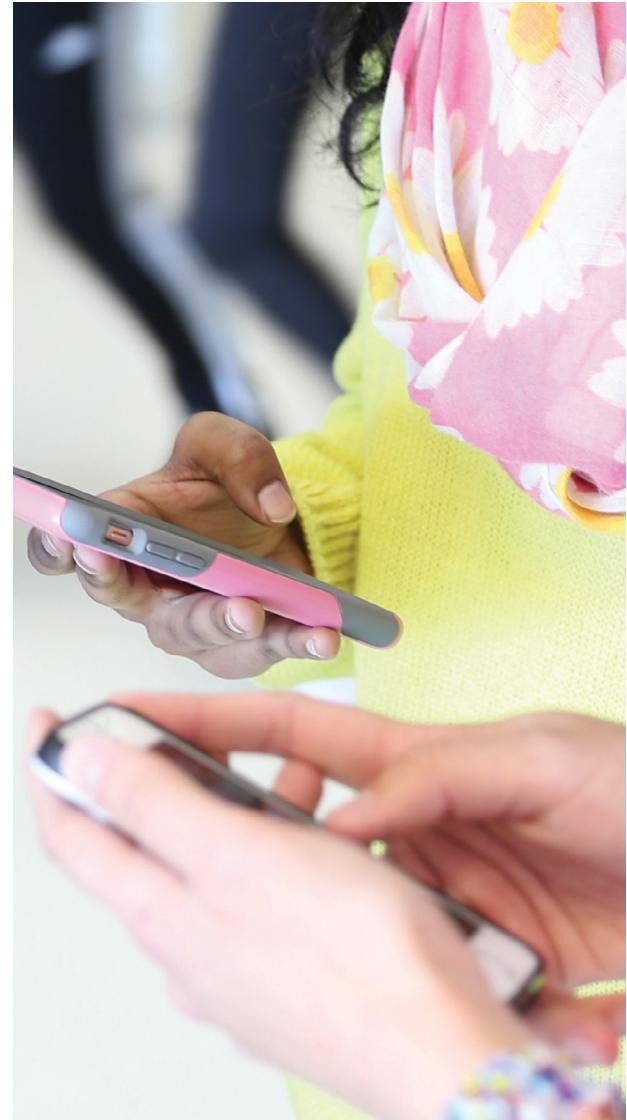


Organisation

Cyberbullying + Advocacy = CHANGE

With the widespread use of social media, bullying is something that no longer needs an actual playground. For people experiencing bullying, it can be difficult to see a way out, causing damage to the victim's mental health and well-being.

With the **WE Rise Above** campaign, you can promote positive online behaviour and create awareness of the power and impact online words and actions have.



FACT: The number of children and young people seeking help for online abuse has increased by 88% in five years.

Raise awareness about cyberbullying at school and online by sharing facts.



Campaign in Action

At Anson Primary School in the London Borough of Brent, pupils are using technology to do good! To raise awareness of cyberbullying, pupils used the magic of movies, researching and developing their own animated film. The star is a frightened fish, who is the victim of cyberbullying, but reports the bullies. The bullying soon scales back and the fish can have a whale of a time, once again. By learning how to address cyberbullying and teaching others, these young movie makers are rising above bullying.

"It felt good to take action on cyberbullying, because it felt responsible," said one student.

Watch their story with our [Cyberbullying issue video](#).

At School

- Engage your peers in creating posters to educate and inform others about cyberbullying.
- Encourage your group to perform random acts of kindness using the [Creative Resource](#).



At Home

- As a family, discuss the challenges of and solutions to cyberbullying.
- Commit to switching off your computers, tablets and phones for one hour every day and spend quality time together as a family.



As a Community

- Host a cyberbullying expert to speak about the issue and spread knowledge throughout your community.
- Organise an anti-cyberbullying assembly or day to raise awareness and share ways to spread positivity online.



Connect With Other Campaigns



*Check out your [Fundraising in Action Guide](#) for fundraising tips, inspiration and action planning tools.

Anti-bullying Week

Shine the spotlight on bullying during Anti-bullying Week from 12 to 16 November 2018. Raise awareness of the damaging effects of cyberbullying by sharing daily facts on social media using the [#WEriseAbove](#) and [#antibullyingweek](#). Remember to share practical solutions for challenging cyberbullying to teach your peers how they can stand up to bullies and access support. Together, we can rise above cyberbullying!

Checklist

- Speak to your teacher about your school's e-safety policy.
- Investigate and learn with the [Cyberbullying Issue Card](#).
- Visit [WE.org/gb/weriseabove](#) for more resources.
- Create an [action plan](#) on page 41.
- Put up [campaign posters](#).
- Watch and share the [cyberbullying issue video](#).
- Print out and distribute the [Creative Resource: Cards of Kindness](#) on page 42.
- Share on social media with [#WEriseAbove](#).
- Share your impacts with your WE Schools Programme Manager or Coordinator.
- Plan your [WE DayX](#).

Challenge Your Peers

Our World Wide Web can be a wonderful force for good! Challenge your peers to write a list of their favourite websites for spreading positive vibes. Combine your suggestions and share your master list on social media. Meme, anyone? Remember to use [#WEriseAbove](#).





An estimated
**1.26 million
young people**

**in the UK are subjected to extreme
cyberbullying on a daily basis.**



Find More Online

Go to WE.org/gb/weriseabove for more stats, information and downloadable posters to help you create a kinder world.

Let's take action.

Step 1: Investigate and Learn

Cyberbullying is a serious issue many students face. Use the [Cyberbullying Issue Card](#) to learn more about the effects, then discuss the points below with your group.

Cyberbullying is not always easy to see, sometimes we don't even recognise when it is happening. What are the different types of cyberbullying? Is there a time you remember hearing about cyberbullying in the news or in your school?



Research anti-bullying organisations online and find out what support services they offer. What anti-cyberbullying initiatives and supportive charities offer advice and support in your school or community?



What are some safety tips for socialising online?



Set Your Goal

Now that you're armed with more information, you're ready to set your goal. You will be encouraging other students to spread kindness through their actions and words, and posting facts on social media to raise awareness about the effects of cyberbullying. Let's make it count!

When will you hold your WE Rise Above campaign? _____

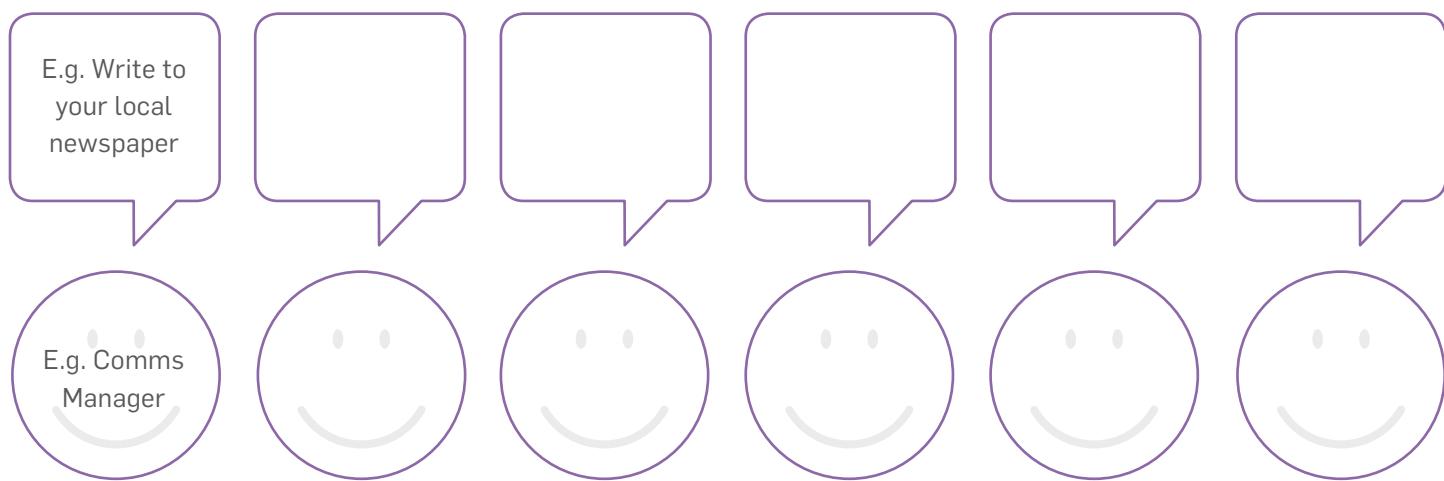
How will you raise awareness with WE Rise Above? _____

How many people will get involved by posting facts and raising awareness? _____

How many social media posts or posters do you want to share during the campaign? _____

Step 2: Action Plan

You've set your goal, now you need to make it happen. Use this chart to assign tasks to group members and help keep everyone on track!



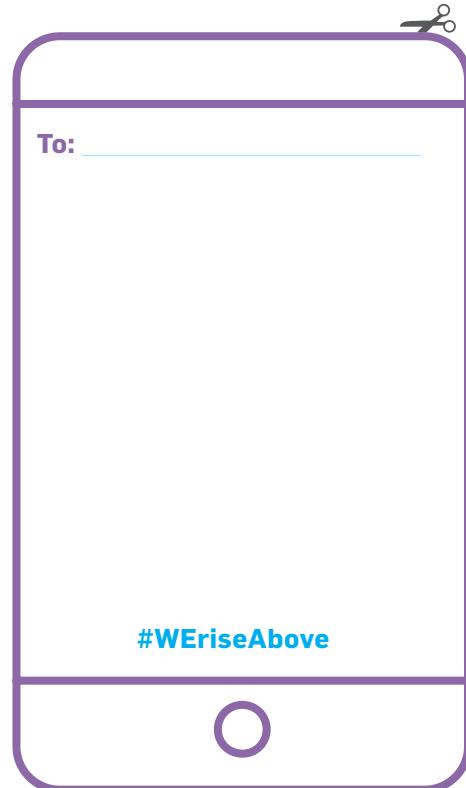
Weekly Planner

Visit the [Cyberbullying Issue Backgrounder webpage](#) for facts you can share with your school about cyberbullying. Use this weekly planner to organise when you will post your facts on social media.

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Morning							
Afternoon							
Evening							

Creative Resource: Cards of Kindness

Photocopy and cut out these cards, then write some kind words for one of your peers! Sign your name or leave it anonymous, then hand them out around your school to spread positivity. If you receive a card, take a picture and post it on social media with **#WERiseAbove** to keep the kindness going! For more cards, visit WE.org/gb/weriseabove.



Step 3: Take Action

Every tweet, post, message or comment can make an impact—let's make it a positive one. Consider extending your impact by sharing your research in a presentation to your school so students know where to turn for help.

E-safety: We know that keeping safe online is a top priority, so make sure you talk to your teacher about your school's e-safety guidelines. For younger students, we recommend that your teacher creates a group social media account and manages it on your group's behalf.



Share your pictures, progress and facts on social media with #WEriseAbove.

Reflect

What were the key things you learned about advocating against cyberbullying that you did not know before?



Which way of raising awareness made the greatest impact? Why do you think this is?



Was your campaign successful? Is there anything you would do differently next time?



Step 4: Report and Celebrate

Report

How many people did you reach through awareness-raising? _____

What tips did you come up with to prevent cyberbullying among your peers?

How many people were involved in organising your campaign? _____

Celebrate

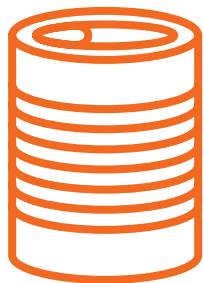
Make sure you celebrate and share the success of your campaign, and reward yourselves for all your hard work.

- Share photos of your actions with your school, community and WE Schools Programme Manager or Coordinator.
- Capture the highlights of your event day and create a video or classroom display.
- Celebrate impacts through a class party, assembly or **WE DayX**.

Write how you celebrated your impacts or stick-in a photo!



Collect tinned foods for local foodbanks.



WE Scare Hunger

AN INITIATIVE OF



Action Planning



Organisation

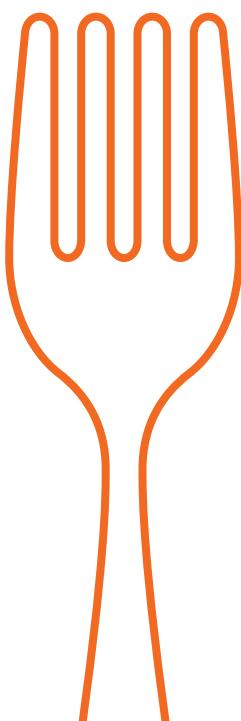


Leadership Skills

Hunger + Food Collection = CHANGE

Hunger affects many different types of people, for many different reasons. People who experience food insecurity are often forced to make difficult choices. Parents choose between skipping meals and feeding their children. Do they buy food or pay the rent or bills? A lack of food, coupled with the stress of putting food on the table, can also lead to long-term health conditions.

When we come together to collect food for people struggling with hunger, we can help ensure they have the resources to feed themselves and their families. By supporting **WE Scare Hunger**, you can contribute to your community and also raise awareness of the root causes of hunger.



FACT: In 2017/18, The Trussell Trust, the UK's largest network of foodbanks, gave 1,332,952 three-day emergency food packages to people in crisis.



Collect non-perishable food and other essential items to support people in need in your community.



Campaign in Action

At Aldborough Primary School in the London Borough of Redbridge, pupils are taking the lead to change the world. Despite their young age, the Pupil Leadership Team launched a school-wide WE Scare Hunger campaign, sharing their passion for tackling food poverty in assembly.

The trail-blazing team were not prepared for what happened next. Following a week-long collection—with a prize for the pupil who collected the most food—the group counted a monumental 982 items for their local foodbank! By working together, Aldborough pupils made an incredible collective impact.

"Through WE Schools, pupils are making decisions and acting on their own. It's true citizenship and I know they will take this into secondary school!" said Susan Mullaney, Deputy Headteacher.

At School

- Collect food as individual classes and hold a competition to see which class can bring in the most donations. Record and compare the weights of food (by class) and count the number of items collated.
- Volunteer with your class or school group to sort donations at a foodbank.



At Home

- Volunteer with your family to serve a meal at a foodbank or community centre.
- Find out which items foodbanks most need and share this with your family so they can pick them up when shopping.



As a Community

- Create a flyer detailing local foodbanks or support organisations and distribute it within your local area.
- Distribute donation boxes throughout your community (e.g., supermarkets, banks or local businesses).



Connect With Other Campaigns



*Check out your [Fundraising in Action Guide](#) for fundraising tips, inspiration and action planning tools.

Trick-or-treat on Halloween!

Halloween normally means costumes, trick-or-treating and sweets! This 31 October, give hunger the fright of its life. Go trick-or-treating for tinned foods, instead of sugary treats, and give back to your local community. Make sure to let your neighbours know about your petrifying plans before event day!

Top Tip: Boost your impact by hosting a scary film night at your school. Ask your audience to pay for their tickets by donating a tin of food, instead of money.

Checklist

- Investigate and learn with the [Hunger Issue Card](#).
- Visit WE.org/gb/wescarehunger for more resources.
- Create an [action plan](#) on page 51.
- Print and put up [campaign posters](#).
- Watch and share the [hunger issue video](#).
- Print out and distribute the [Creative Resource: WE Scare Hunger Cards](#) on page 52.
- Share on social media with [#WEscareHunger](#).
- Share your impacts with your WE Schools Programme Manager or Coordinator.
- Plan your [WE DayX](#).

Challenge Your Peers

People have many misconceptions about foodbanks and who uses them. Challenge your peers to research local food poverty and share statistics to overturn the stereotypes. Post facts on social media or launch a school-wide poster campaign. Remember to use [#WEscareHunger](#).





An estimated
**8 million
people**
across the UK struggle
to put food on the table.



Find More Online

Go to WE.org/gb/wescarehunger for more stats, information and downloadable posters to help you organise an epic food collection.

Let's take action.

Step 1: Investigate and Learn

Check out the [Hunger Issue Card](#) to learn more about the effects of hunger across the UK, and think about why you want to take action. Explore hunger locally by researching foodbanks operating in your community, along with the services they provide. Contact the foodbank and ask a few questions to gain a better understanding of what they need.

What items does your local foodbank need? Remember, foodbanks also provide other essential items, such as toiletries and cleaning products.

- _____
- _____
- _____

Are there any items your foodbank can't use?



How many people do they serve? What time of year do they need donations most?



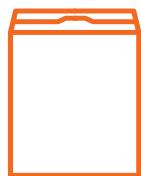
How will you drop off your donations?



Common Foodbank Requests



Tinned meats
and fish



Boxes
of cereal



Jars of
peanut butter



Dry pasta
and sauce



Tinned fruits
and vegetables

Set Your Goal

Now that you've learned more about hunger, it's time to set a goal. Here are a few things to consider:

How many group members will be collecting food?

When and how long will your campaign last? Will you link it to a special day or event, like Harvest Festival?

Start Date: _____

Finish: _____

Fundraising Goal

items/kilos of food

Step 2: Action Plan

Decide who will be responsible for each task to make sure your campaign goes smoothly.

Task	Group Member(s) Responsible
Distribute WE Scare Hunger cards in your school	
Make morning announcements	
Put up posters	
Post on social media	
Plan your collection route within your community	
Drop off WE Scare Hunger cards in the community	
Contact local foodbanks	
Weigh and record food donations	

Creative Resource: WE Scare Hunger Cards

Fill in the dates of your food collection and the items the foodbank needs most. Cut out the cards to share with your school or community.

To distribute in your school:



WE Scare Hunger



WE Scare Hunger



From: _____ To: _____

We are hosting a food collection! All donations are appreciated, but we're especially interested in:

Thank you! WE.org/gb/wescarehunger

From: _____ To: _____

We are hosting a food collection! All donations are appreciated, but we're especially interested in:

Thank you! WE.org/gb/wescarehunger

To distribute within your community:



WE Scare Hunger



WE Scare Hunger



On _____ date _____, I will be collecting non-perishable food for our local foodbank. Any and all donations are appreciated, but we're especially interested in:

Thank you! WE.org/gb/wescarehunger

On _____ date _____, I will be collecting non-perishable food for our local foodbank. Any and all donations are appreciated, but we're especially interested in:

Thank you! WE.org/gb/wescarehunger

Step 3: Take Action

It's time to get going! Whether you're hosting a food collection at school or volunteering at your local foodbank, you are helping to scare away hunger in your community. And that is life-changing!



Share your pictures, progress and success on social media with #WEscareHunger.

Reflect

How did your group do with its goals? Did you run into any challenges?



Did your community get involved? If so, how?



Is there anything you would do differently next time?



Besides the items your group collected, what impacts did you make together?



Step 4: Report and Celebrate

Report

How many students from your school donated food? _____

What was your final total (in kilograms of food or number of items)? _____

Which foodbank did your group donate your collected items to? _____

How many days did your campaign last? _____

Celebrate

Make sure you celebrate and share the success of your campaign, and reward yourselves for all your hard work.

- Share photos of your actions with your school, community and WE Schools Programme Manager or Coordinator.
- Capture the highlights of your event day by creating a video or classroom display.
- Celebrate impacts through a class party, assembly or **WE DayX**.

Write how you celebrated your impacts or stick-in a photo!



Organise a volunteer activity with your peers.



AN INITIATIVE OF



Leadership Skills



Critical Thinking

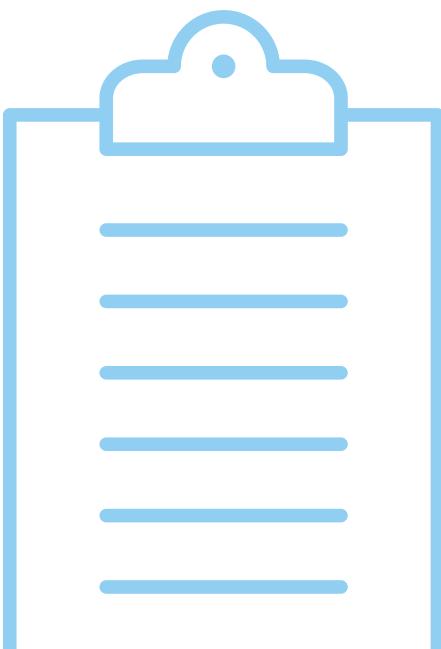


Reflection

Youth Empowerment + Volunteering = CHANGE

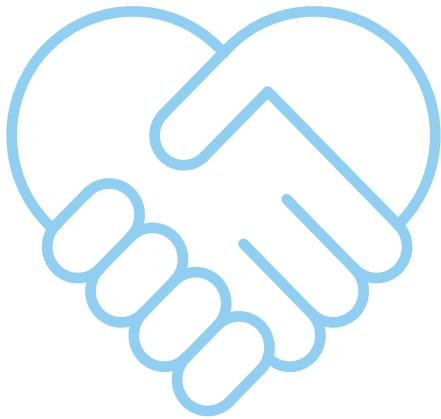
Volunteering brings people together and makes our communities better places for all of us to live. Whether you make an impact on a local issue or rally together for a global cause, volunteering is proven to improve life skills and career prospects.

Find your passion for change and gather your peers to volunteer on a cause you care about. Support younger students within your school to organise a fundraiser or take local action and create change on an issue or problem you see affecting your world.



FACT: More than one quarter of the UK population volunteer at least once a month. That's 14 million people!

Rally your group to volunteer locally or support younger students to organise a fundraising action.



Campaign in Action

In Fleetwood, students from Cardinal Allen Catholic High School are saying no to loneliness. Shocked that their home county of Lancashire is amongst the loneliest in the UK, they were determined to bring their community together.

Students launched a role-reversing volunteer project, inviting elderly residents into their school for IT lessons. The experience has been so positive that many of their new elderly friends have become regular visitors, helping younger years with their handwriting. By reaching out, students have transformed loneliness into loveliness, and learned valuable life lessons along the way.

"Our students know that they don't have to accept the world's issues—together they can achieve great things!" said Andrew Harding, Community Coordinator.

At School

- Launch a social action club for younger years in your school and support them to organise a fundraiser, e.g. a coin collection.
- Organise a volunteer week and recruit volunteers for your school and local area, such as your library or an elderly people's home.



At Home

- Spend time together cleaning up a local park or other green space.
- Bring your family together to volunteer at a foodbank or community centre.



As a Community

- Host a volunteering meet-and-greet in your community, where community members can meet organisations needing volunteers.
- Organise a community clothing collection for a homeless shelter.



Connect With Other Campaigns



*Check out your [Fundraising in Action Guide](#) for fundraising tips, inspiration and action planning tools.

WE Day App

On the WE Day app, you can log your hours spent volunteering and see your impacts stack up. Plus, with every hour you log, you earn a ballot entry to win tickets to [WE Day UK!](#)

Download the app for your iOS or Android mobile device or use the web version.

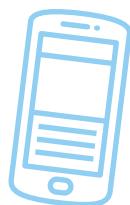


Checklist

- Investigate and learn with the [Issue Cards](#).
- Visit [WE.org/gb/wevolunteernow](#) for more resources.
- Discover fundraising tips in the [Fundraising in Action Guide](#).
- Create an [action plan](#) on page 61.
- Put up [campaign posters](#).
- Print out and distribute the [Creative Resource: Volunteer Profiles](#) on page 62.
- Share on social media with [#WEvolunteerNow](#).
- Share your impacts with your WE Schools Programme Manager or Coordinator.
- Plan your [WE DayX](#).

Challenge Your Peers

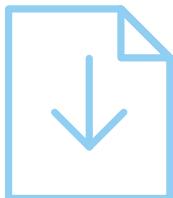
Volunteering is about doing something good to help others. Challenge your friends to perform daily acts of kindness and share them on social media using [#WEvolunteerNow](#). Help an elderly neighbour with their shopping or spend lunch with a new student at school—the possibilities are endless.



WE Volunteer
Now

80% of employers

**value volunteering on
a CV, when recruiting.**



Find More Online

Check out WE.org/gb/wevolunteernow for more stats, information and downloadable posters to help you make a difference.

Let's take action.

Step 1: Investigate and Learn

Get started by thinking about which local or global issues you're passionate about and which organisations you would like to volunteer or fundraise for. If you need some help thinking about which issues ignite your passion for change, use the [Exploring Issues activity](#) on page 9 of the Teacher's Guide to explore the challenges affecting communities down the road and around the world.

What local issues are you passionate about?



What global issues are you passionate about?



What local or global organisations would you like to volunteer or fundraise for?



Now zone in on your own community!

If you decide you want to volunteer locally, you can learn about the issues in your community by taking a walk around your local area and mapping out the issues. Download the [Community Mapping activity](#) to support you.

What social issues are apparent in your local community? Which issues were you most surprised by?



Set Your Goal

Whether you plan a volunteer action in your local community or support younger students to organise a fundraiser, you'll make an almighty impact. Set a goal to stay on track.

What will your volunteer action be? _____

When will you hold your volunteer week or fundraiser? _____

If you're volunteering with younger students, how will you support the group? _____

What is your volunteering goal (e.g., hours, actions, amount raised)? _____

More people means more impact! How will you rally together and increase participation in your campaign?

Step 2: Action Plan

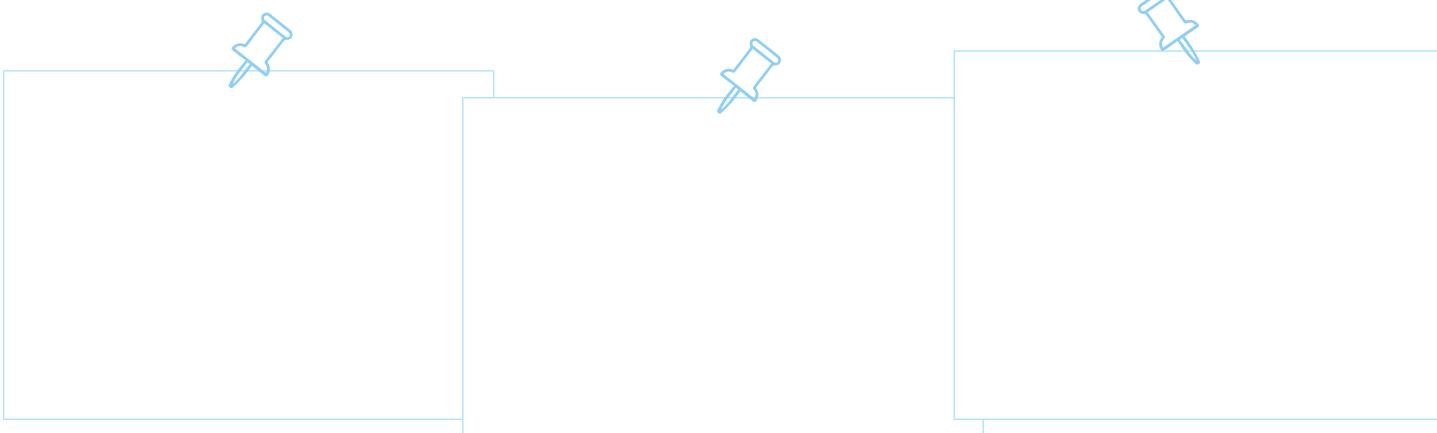
Create a timeline to plan your actions! Plot the steps your group will take to gear up for your volunteer actions, including how you will rally people together to participate.

1. e.g. advertise your fundraising club to younger students
2. e.g. hold first meeting
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

What supplies will you need?



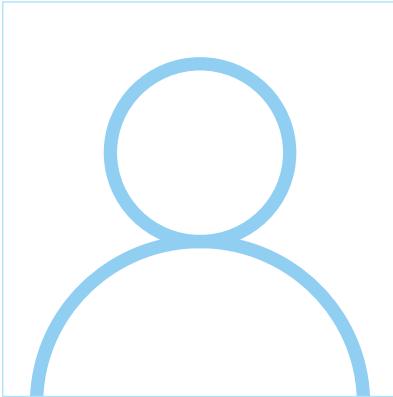
Mind-map any issues that might come up during your actions so you can be better prepared to handle them (e.g., bad weather, fewer students participating than expected, etc.).



Creative Resource: Volunteer Profiles

You've pulled together an all-star team for WE Volunteer Now. Ask your teammates to sit down and design their own volunteer profile cards and pin them on a noticeboard to share your talents and motivations with each other.

WE Volunteer
Now

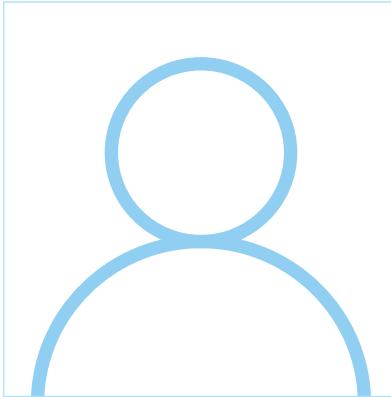


Name:

My volunteer talent:

I volunteer because:

WE Volunteer
Now

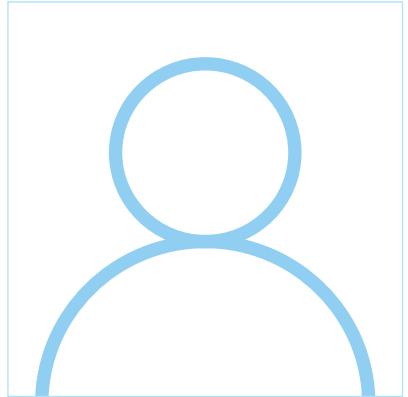


Name:

My volunteer talent:

I volunteer because:

WE Volunteer
Now



Name:

My volunteer talent:

I volunteer because:

Step 3: Take Action

Encourage students and community members to rally together for your volunteering or fundraising actions. By engaging in meaningful actions, you will be making positive change, while boosting the well-being and skills of yourself and others!



Share your pictures, progress and volunteer actions on social media with #WEvolunteerNow.

Reflect

What did it feel like to help others?



What were the main impacts you feel you had?



Volunteering teaches us many skills. What skills did you develop by taking part in the WE Volunteer Now campaign?



Step 4: Report and Celebrate

Report

How many different activities did you plan? _____

How many people did you get involved in volunteering or fundraising actions? _____

How many hours, on average, did each person volunteer or fundraise for? _____

Have your thoughts on volunteering changed? How? _____

If you supported younger students to fundraise, how much did you raise? _____

Celebrate

Make sure you celebrate and share the success of your campaign, and reward yourselves for all your hard work.

- Share photos of your actions with your school, community and WE Schools Programme Manager or Coordinator.
- Capture the highlights of your event day and create a video or classroom display.
- Celebrate impacts through a class party, assembly or **WE DayX**.

Write how you celebrated your impacts or stick-in a photo!



Shed light on the realities of homelessness.



WE Won't
Rest

AN INITIATIVE OF



Information Literacy



Critical Thinking

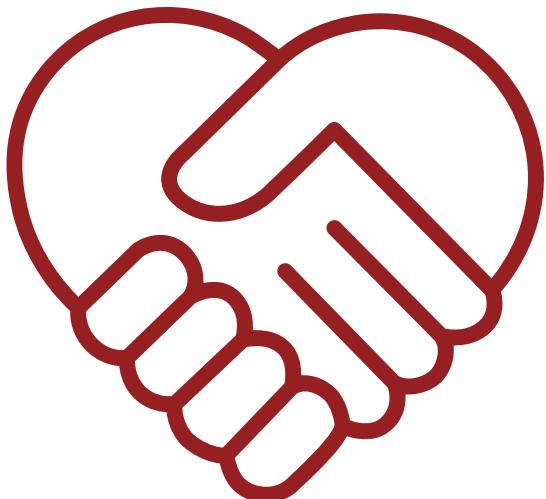


Argument Formation

Homelessness + Advocacy = IMPACT

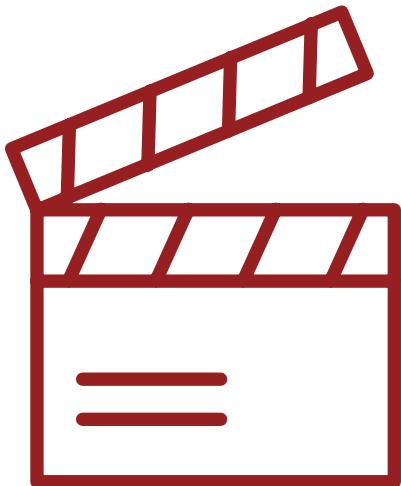
Homelessness means not having a stable place to call home. There are many misconceptions and misunderstandings about homeless people. These stereotypes are damaging, hindering homeless people from getting back on their feet.

Come together with your peers to shed light on the realities of homelessness. Share facts on social media to challenge stereotypes and give homeless people back their identities as individuals. Then, get in touch with a local shelter or homelessness charity and find out how you can help. Together, we'll show the world that we won't rest until everyone has a place to call home.



FACT: It is estimated that there are more than 300,000 homeless people in the UK.

Share facts about homelessness to challenge damaging stereotypes about homeless people.



Campaign in Action

Pupils from Springwood Primary School in Cardiff, combined their creative talents to make a mighty impact on homelessness. To raise awareness, pupils created leaflets, which were so informative that the Welsh Assembly used them during a debate on the issue—proof that young people can have their voices heard!

To boost their impact, Springwood's Glee Club and Year 6, also organised a fundraising concert for a local homelessness charity. Their audience enjoyed the premier screening of the Year 6's new film, as well as musical performances and a talk about helping the homeless. Working together, these young activists are tackling homelessness from every angle.

At School

- Share daily homelessness facts in form time or assembly to raise awareness throughout your school. Finish your campaign with a quiz!
- Get in touch with a local shelter or homelessness charity and find out what actions you can take to help end homelessness.



At Home

- What do your family think about homeless people? Have a discussion with them and correct any of their misconceptions.
- Have a family night-in and watch a film or documentary about homelessness. Afterwards, take time to talk about how it made you feel.



As a Community

- Hold a collection at your local community centre to collect clothes and care items for homeless people in your area.
- Launch a poster campaign within your community to help everyone understand what it means to be homeless.



Connect With Other Campaigns



*Check out your [Fundraising in Action Guide](#) for fundraising tips, inspiration and action planning tools.

Share a Smile

For many rough sleepers, the worst thing about being homeless is the isolation and loneliness. If you see someone sleeping on the streets, try sharing a smile or a simple hello. It can make all the difference.

If you are over the age of 16, you can also contact [StreetLink](#) to let them know. A local team will then work to connect the homeless person with appropriate support.

Remember! Your safety comes first. Tell an adult you trust if you are worried about someone you have seen sleeping rough.

Checklist

- Investigate and learn with the [Homelessness Issue Card](#).
- Visit WE.org/gb/wewontrest for more resources.
- Create an [action plan](#) on page 71.
- Put up [campaign posters](#).
- Watch and share the [Homelessness issue video](#).
- Share snaps on social media using the [WE Won't Rest Creative Resource](#) and spread the word using [#WEwontRest](#).
- Contact a local shelter or homelessness charity.
- Share your impacts with your WE Schools Programme Manager or Coordinator.
- Plan your [WE DayX](#).

Challenge Your Peers

Challenge your fellow change-makers to a fact battle on the [WE Day app](#)! Take turns to share facts with one another, until you all run out. Who can spread the most knowledge? Remember to use [#WEwontRest](#) when you share.

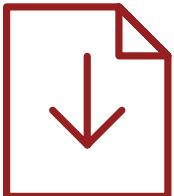


WE Won't
Rest

There has been a

134 per cent

**rise in the number of rough
sleepers across the UK since 2010.**



Find More Online

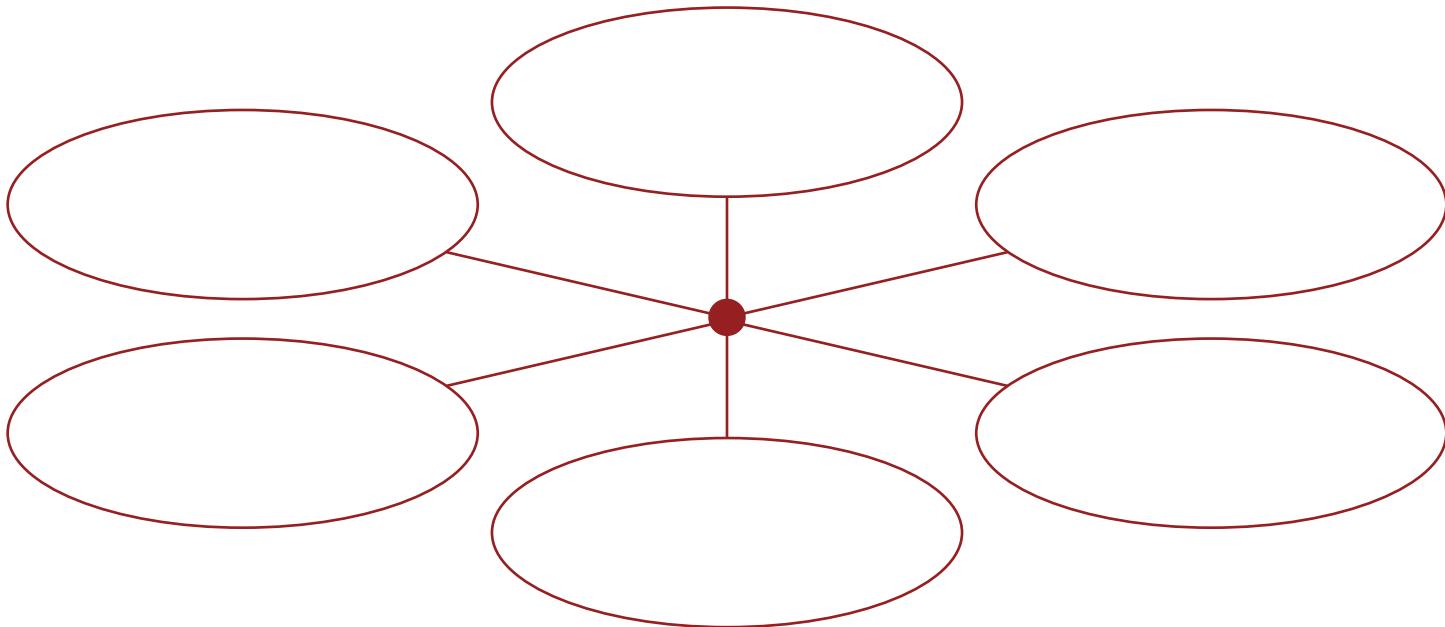
Go to WE.org/gb/wewontrest for more stats, information and downloadable posters to help you build a world free from homelessness.

Let's take action.

Step 1: Investigate and Learn

Before you start taking action, you need to learn more about homelessness so that you're armed with the information to dispel myths and create change!

What do you already know about homelessness? With your group, write down any words or phrases that you associate with homeless people on the mind map below.



Use your [Homelessness Issue Card](#) to learn more about the causes of homelessness. Could any of the words or phrases you've written above be described as stereotypes? Why? Why not?



Why can stereotypes be damaging? How does raising awareness help to challenge stereotypes?



Set Your Goal

By educating yourself and others about homelessness, you will launch a movement of kindness. Plus, when you connect with a local homeless charity or support organisation, you'll make a real difference to the lives of homeless people in your community.

How many facts will you share on social media? _____

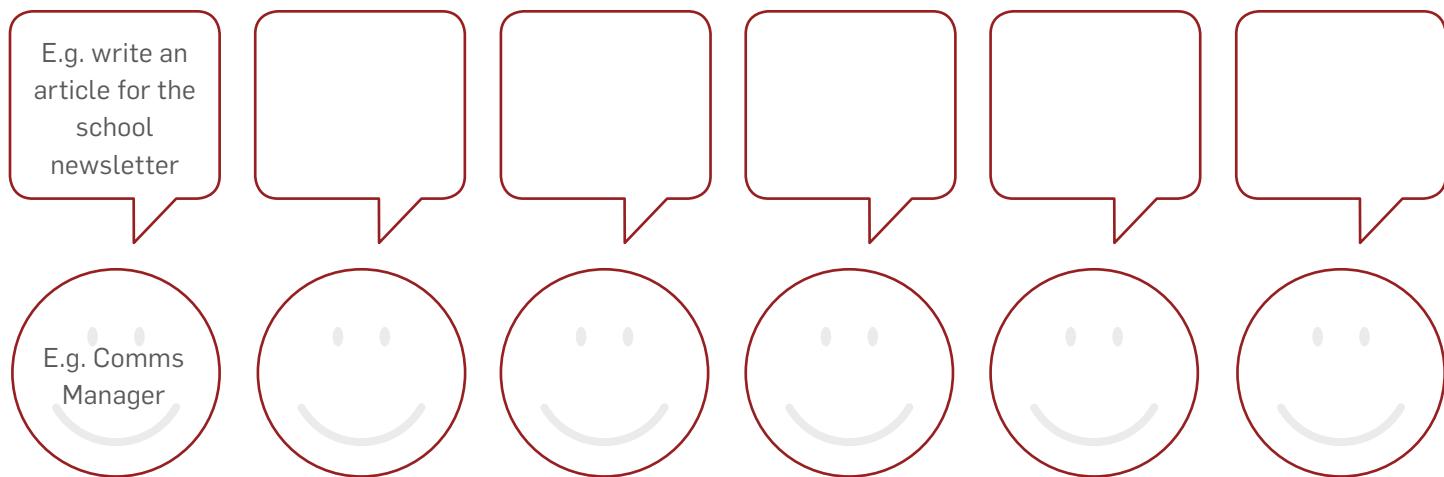
How many people will get involved in raising awareness? _____

Will you support a local homeless charity? If so, which one? How will you support them? _____

Do you have a volunteering (e.g. hours volunteered) or fundraising (e.g. money raised) goal? What is it? _____

Step 2: Action Plan

There's loads of ways you can help the homeless! How will you raise awareness with the **WE Won't Rest** campaign? In the speech bubbles below, write down as many methods as possible. Then, in the faces, write which group member(s) will be responsible for each task. Remember to match group members' talents and skills to each responsibility.



If you are working with a local homelessness charity or organisation, you'll want to find out how you can best support them. Write down some ways you can help below.

- E.g. collecting items of clothing or blankets to donate. ■ _____
- _____ ■ _____
- _____ ■ _____
- _____ ■ _____

Creative Resource: Photo Board

Share facts about homelessness on social media to help spread awareness! Write your facts clearly on the board below, then take a photo of yourself or your group holding it. Upload it to social media using **#WEwontRest**, challenge your friends to do the same, and start a chain of awareness. To print more copies, visit WE.org/gb/wewontrest.

E-safety: We know that keeping safe online is a top priority, so make sure you talk to your teacher about your school's e-safety guidelines. For younger pupils, we recommend that your teacher creates a group social media account and manages it on your group's behalf.



Did you know...



Find more facts about homelessness
at WE.org/gb/wewontrest.

#WEwontRest

Step 3: Take Action

Now that you're an expert on homelessness, it's time to spread awareness throughout your community! By sharing facts and dispelling myths, you'll help to build the understanding of others and break down the stereotypes that hold homeless people back.



Share your pictures, videos, updates and favourite facts on social media with #WEwontRest.

Reflect

Did your group reach your awareness-raising goal? Did you run into any challenges along the way? If so, how did you solve them?



How have your perceptions of homeless people changed throughout the campaign? How can you keep challenging negative stereotypes in your daily life?



What is one action, other than awareness-raising, that you could take to help end homelessness?



Step 4: Report and Celebrate

Report

How many people from your school/community got involved in your WE Won't Rest campaign? _____

How did you raise awareness during your campaign? _____

How many posts did you share on social media? _____

If you supported a homelessness charity, which one? _____

Celebrate

Make sure you celebrate and share the success of your campaign, and reward yourselves for all your hard work.

- Share photos of your actions with your school, community and WE Schools Programme Manager or Coordinator.
- Capture the highlights of your event day and create a video or classroom display.
- Celebrate your impacts through a class party, assembly or **WE DayX**.

Write how you celebrated your impacts or stick-in a photo!

