

# "Student Guide"



Schools Kit 2017-2018

# Welcome to WE

## WE makes doing good doable!

Make a difference in your community and watch as your actions make an impact. Alongside your teacher and classmates, you will create a Year-long 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 rhubarb and custard!

The Student Guide is your map to success, helping you discover your community in ways you've never seen before, and giving you an insight into issues in countries thousands of miles away. Think of your Student Guide as your toolbox—you 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.

# What's Inside

### Welcome

- Why Take Local Action? ..... 4
- Why Take Global Action? ..... 5
- How to Use the Campaigns..... 6
- Exploring Issues and Club Cards Activities..... 7
- Using Your USB ..... 8

### WE Villages

- Why Support WE Villages? .....10
- What Makes a Sustainable Community?..... 11
- Setting Your Goals .....12
- Ready to Begin.....14
- Types of Action.....15

### Campaigns

#### LOCAL

- WE Scare Hunger .....18
- WE Rise Above..... 22
- WE Won't Rest.....26
- WE Take Charge .....30
- WE Read Together.....34
- WE Volunteer Now .....38

#### GLOBAL

- WE Are Rafikis .....42
- WE Create Change .....46
- WE Are Silent .....50
- WE Bake For Change .....54
- WE Walk For Water .....58

## Contact your WE Schools Coordinator!

WE Schools Coordinator: \_\_\_\_\_

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

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

Your WE code:

\_\_\_\_\_

## Why Take Local Action?

**In 1969, a team of researchers left used cars unattended in two areas. One was in a big city where neighbours 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 neighbour closing the bonnet 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 take action locally, you remove the boundaries that separate people in your community. You're not just tackling an issue like hunger or poverty—you're also moving your community from "me" to "we." And that's amazing!



## 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 young people 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 four miles just to collect the water her family needs to survive?

And learning about situations in other countries might 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.

# How to Use the Campaigns

Campaigns are your way to turn your passion into impacts! We've put together these campaign activities to guide you through the basics of taking action, from start to finish. But here's the thing: if you want to do things your own way, go for it! Campaigns work best when you find ways to make them 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 towards.

### 2. Action Plan

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

### 3. Take Action

Get out there and make it happen! Keep checking 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 chosen which campaigns you are taking action with!

Sometimes you might want to revisit earlier steps as you learn more about your issue or refine your goal—that's fine. 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—there will be loads! Remember to keep a record of what you did, which will be helpful when reporting.

## Develop new skills.

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. All of these skills help to make you a champion change-maker!



Argument Formation



Information Literacy



Leadership Skills



Organisation



Action Planning



Research and Writing



Critical Thinking



Reflection

# Exploring Issues

## Find the issue you're passionate about.

Before you can take action with a campaign, you need to learn about the root causes of the related issues! Ask your teacher to run through the Exploring Issues activity in the Teacher's Guide to help you gain knowledge of various issues.

This activity is designed to help your group members become classroom experts on local and global issues through engaging group discussion and exploration.

Use your findings from the Exploring Issues activity to help guide, inspire and push you to create impact with your social action projects!



## Club Cards

### Discover your leadership style.

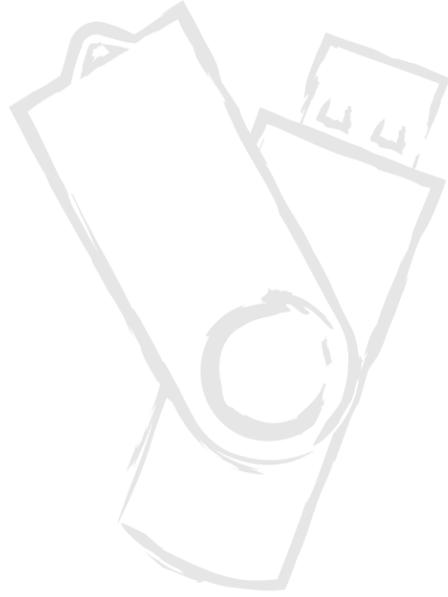
After you choose a campaign to take action with, ask your teacher to run through the Club Cards activity in the Teacher's Guide to help you determine which skills you can bring to your group! By doing this activity before you start taking action, you can begin to understand different kinds of leadership 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! Feel free to change your role for each campaign.



# Using Your USB

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



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

## Curriculum

Take your social action projects further by learning more about the issues—from the environment, to homelessness, to global poverty. Each campaign in this Student Guide has a corresponding lesson package where you can explore the related issues and how you can make a positive difference. If there's a cause that's important to you, take your actions one step further by asking your teacher 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.

## Community Code

Before you start taking action, 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 towards a common goal.

## Business Cards Overview

You can be a spokesperson for social change with your own business card. Read the Business Cards Overview, then fill out a business card found in your WE Schools Kit with your name, contact information and WE Schools group position. These cards will help you take ownership of your social action projects and encourage others to join. Give them to friends, family and community members to let people know that they can speak to you for information about taking action on local and global issues.

## 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 them. Each campaign will be different. Use this Student Guide as a toolkit for organising and planning to achieve each unique milestone per campaign/action.

## Activity: Community Mapping

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

We've all walked around our own communities 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 local issues you can take action on!

Ask your teacher to use the lesson plan on your USB to lead a community mapping walk through your local area.

## Activity: Issue Compass

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

On the USB, your teacher has instructions for running the Issue Compass activity, which walks you through choosing an issue or multiple issues to take action on as a group.

**Exploring 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?

Remember, this activity is about how an issue makes you feel, so don't worry if you don't know much about it. Once you've identified the issues you care about, start reading up!



# 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 labour and exploitation, and make education accessible for every child.**

These twelve 12-year-olds banded together to create the organisation called WE, previously known as Free The Children. They began by partnering with developing communities globally to build schools and help move children 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 ill. WE began building wells near schools and setting up healthcare programmes, 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 fulfilling their potential 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 missing school to collect 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.

- ▶ £20 million in medical supplies has helped provide more than one million people with healthcare.



## Food

We work with communities to implement agriculture and food security programmes that ensure families have access to healthy, self-sustaining food sources. Made possible by founding partner PotashCorp, we work with communities to provide programmes that promote food security and improved agriculture, like school gardens and irrigation projects.

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



## 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 programmes.

# Setting Your Goals

## Learn What Your Impact Can Do



### Education

#### £30 = Primary education for a child

Help a child become a life-long 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

#### £30 = Clean water for life for two people

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



### Health

#### £30 = Healthcare for a child

A healthy start is a precious gift that every child deserves. Help give a child access to preventative healthcare so that they can enjoy a happy, healthy life and attend school without worrying about illness or disease getting in the way of their education.



### Food

#### £30 = 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 life-long learners with nutritious lunches to fuel their growing minds and bodies for a year.



### Opportunity

#### £30 = 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 impact.

Every donation creates a positive impact!

Check out [WE.org/gb/donate](http://WE.org/gb/donate) for more fundraising goals.



#### £145 = 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 collect water, and parents can run farms and businesses without contracting waterborne illnesses.



#### £300 = Health workshops for new mothers

Help new mothers learn how to keep their babies well with a health workshop. Give mothers the training they need to prevent illness, malnutrition and other complications from hindering their babies' growth and development.



#### £600 = 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.



#### £600 = One year of healthy lunches for a class

Give a class 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 will have the energy to make the most of every day of learning.



#### £5,800 = A classroom for a community

Education breaks the cycle of poverty and sets new cycles of growth and prosperity in motion. In this Year of Education, 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 Teacher'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 penny 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 to help lift communities out of poverty. Help us improve access to free education for students around the world and empower young people like yourselves to dream of a brighter future by raising £5,800 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 community and helping out locally or crossing the ocean to help a community in another country.

**Example:** Spend the day at a local homeless shelter or take two weeks to support on 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:** Film night. Hold a screening of your favourite documentary on an issue close to your heart and have a discussion afterwards to find out how much everyone learned.

**Suggested campaign:** [WE Won't Rest](#)

## Fundraising

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

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

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

## Material Support

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

**Example:** Food collection. Get a team together to collect non-perishable food items for your local foodbank.

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

## Behavioural Change

Behavioural change involves turning bad habits or routines into positive ones. This could be anything from cutting down shower time to remembering to use reusable shopping 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 local council 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 MP.

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

# 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 six local action campaigns that you can customise to suit your needs.

## WE Scare Hunger

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

## WE Rise Above NEW!

Become an advocate for online safety by working together to raise awareness about the damaging effects of cyberbullying. Learn more at [WE.org/weriseabove](http://WE.org/weriseabove).

## WE Won't Rest

Share daily facts about homelessness to challenge the damaging misconceptions that surround the issue. Then, contact a local shelter or charitable organisation to see how you can help homeless people in your community. Learn more at [WE.org/wewontrest](http://WE.org/wewontrest).

## WE Take Charge

Commit to a sustainability pledge in your school or community and watch how everyday actions can turn into environmental impact. Learn more at [WE.org/wetakecharge](http://WE.org/wetakecharge).

## WE Read Together NEW!

Find the book that inspires you to take action and change the world. Be an advocate for literacy by organising a book collection or becoming a reading mentor. Learn more at [WE.org/wereadtogether](http://WE.org/wereadtogether).

## WE Volunteer Now

Find your passion for change and rally together to help make a positive difference in your community. Inspire others to volunteer and create a ripple effect of volunteerism in your school. Learn more at [WE.org/wevolunteernow](http://WE.org/wevolunteernow).

# 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 five global action campaigns that can help you connect with people around the world.

## 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](http://WE.org/wearerafikis).

## WE Create Change

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

## 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 donations for every hour you go silent and raise money for WE Villages. Learn more at [WE.org/wearesilent](http://WE.org/wearesilent).

## WE Bake For Change

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

## WE Walk For Water

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

Local ► Hunger



Collect tinned food for local foodbanks.

**Skills:** Action Planning Organisation Leadership Skills

**Theme:** Understanding Local Hunger

**Impact:** Local

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# Hunger + Food Collection = 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 collection, you have the opportunity to contribute to your local community and raise awareness of the root causes of hunger.

## Fact:

More than **430,000 emergency food supplies** were handed out to children in 2016-2017.



## Trick-or-Treat for Change!

Change-up your trick-or-treating this Halloween! Support families in your community by collecting non-perishable food and scare hunger away for **gooooo!**



# Ways to Take Action

## Go trick-or-treating for tinned food on Halloween!



### Campaign in Action:

#### See the Impact!

Enterprise and giving back are at the heart of City Gateway College in the London Borough of Tower Hamlets. Students honed their entrepreneurial skills through their WE Scare Hunger campaign, splitting into teams to make the most of their individual talents. Following a busy week of collecting food, they donated an amazing 45 items to their local foodbank! Find out what's next for these charitable young change-makers at [WE.org/wescarehunger](http://WE.org/wescarehunger).



### At School:

- Collect food as individual classes and hold a competition to see who can bring in the most.
- Decorate donation boxes to collect food. Try a seasonal theme!



### At Home:

- Volunteer with your family at your local foodbank to help provide food and other essentials to members of your community.



### As a Community:

- Distribute donation boxes throughout your community. Try asking for support from supermarkets, banks or local businesses.

## Connect With Other Campaigns:

### WE Bake For Change

Research low-cost, healthy recipes and share them with friends and family.

### WE Volunteer Now

Volunteer to help sort food at your local foodbank.



### WE Take Charge

Start a vegetable patch at your school and donate any surplus to a local charity.

### WE Won't Rest

Make food packages for a local homeless shelter.

## 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. Challenge your classmates to bring one non-perishable food item into school to donate. Then, log onto the WE Day app to track your progress! Spread the word using [#WEscareHunger](https://twitter.com/WEscareHunger).



Check out other resources for this campaign on your USB!

## Local ▶ Cyberbullying



# WE Rise Above

Rise above cyberbullying.

**Skills:**  Information Literacy  Reflection  Organisation

**Theme:** Spreading Respect Online

**Impact:** Local

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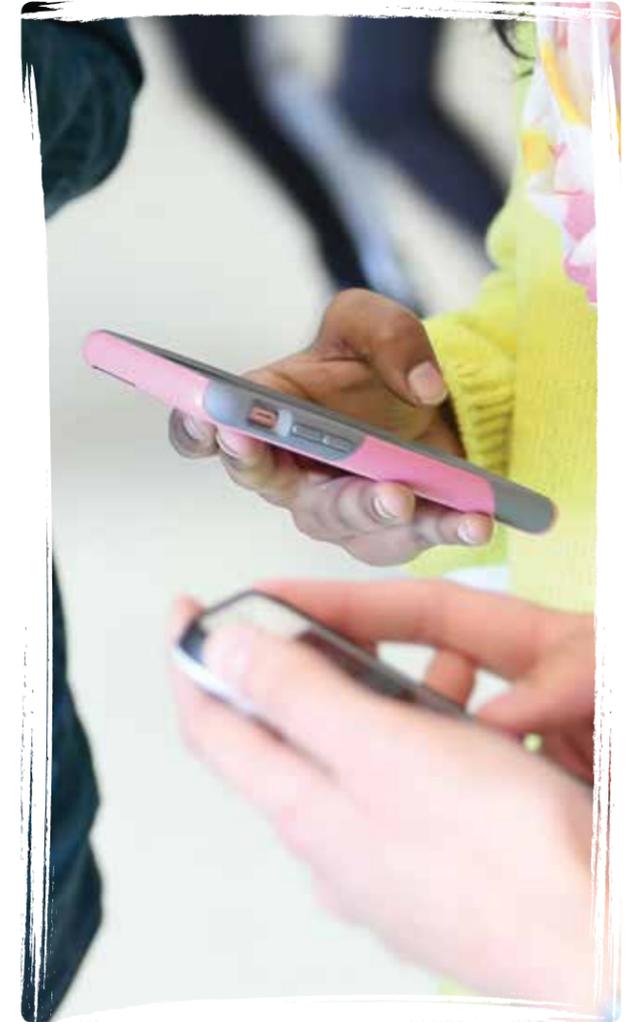


## Cyberbullying + Advocacy = Change

With more and more people using technology every day, bullying is something that no longer needs a playground. Those that spend more than three hours a day on social networks are 110% more likely to be cyberbullied. In some instances, the person being bullied may have never even met the person bullying them. Be an advocate for online safety by coming together with your classmates, friends and family to raise awareness about the damaging effects of cyberbullying. When we can help inform others together, we gain the confidence to intervene and stand up for those who can't stand up on their own.

### Fact:

Researchers say that bullying ends within **10 seconds** of an intervention by peers.



### Keep Safe Online

Remember to speak to your teacher about your school's online safety policy before you start planning your campaign!



# Ways to Take Action

Check out the social media toolkit for facts you can share about cyberbullying and tips for spreading kindness.



## At School:

- Post messages of kindness around your school and on social media to show your classmates the power of positive words.
- Raise awareness about cyberbullying by doing a call-out on social media and encouraging your friends to do the same.



## At Home:

- Talk to your family about why taking action against cyberbullying is important to you and create social media hashtags to raise awareness ([#WERiseAbove](#)).



## As a Community:

- Host an anti-cyberbullying rally in your local area and encourage everyone to wear purple to show their support.

# Connect With Other Campaigns:

## WE Are Silent

Hold a sponsored silence and raise funds for an anti-bullying charity.

## WE Volunteer Now

Visit other local schools to teach students about cyberbullying.



## WE Read Together

Explore bullying by reading and discussing books on the issue.

## WE Bake For Change

Spread a little sweetness by baking kindness cakes—include positive messages with each treat you sell.

## Checklist:

- Investigate and learn with the *Cyberbullying Issue Card*.
- Assign *Club Cards* to all members.
- Action plan with your *Local Yearbook*.
- Put up campaign posters.
- Spread kindness using the *Cards of Kindness* creative resource.
- Share on social media with [#WERiseAbove](#).
- Complete your *Campaign Impact Survey*.
- Plan your *WE DayX*.

## WE Day App Challenge!

Spread the word about the damaging effects of cyberbullying by kicking off a chain reaction of change. Challenge your classmates to share a fact about cyberbullying with just one person—the twist? The recipient must pass the fact on to another person, and so on. You'll soon spread the word around your school, into your community and beyond! Together, we'll rise above bullying. [#WERiseAbove](#)



Check out other resources for this campaign on your USB!

Local ▶ Homelessness

# WE Won't Rest

Shed light on the realities of homelessness.

**Skills:**  Information Literacy  Argument Formation  Critical Thinking

**Theme:** Recognising the Hidden Homeless

**Impact:** Local

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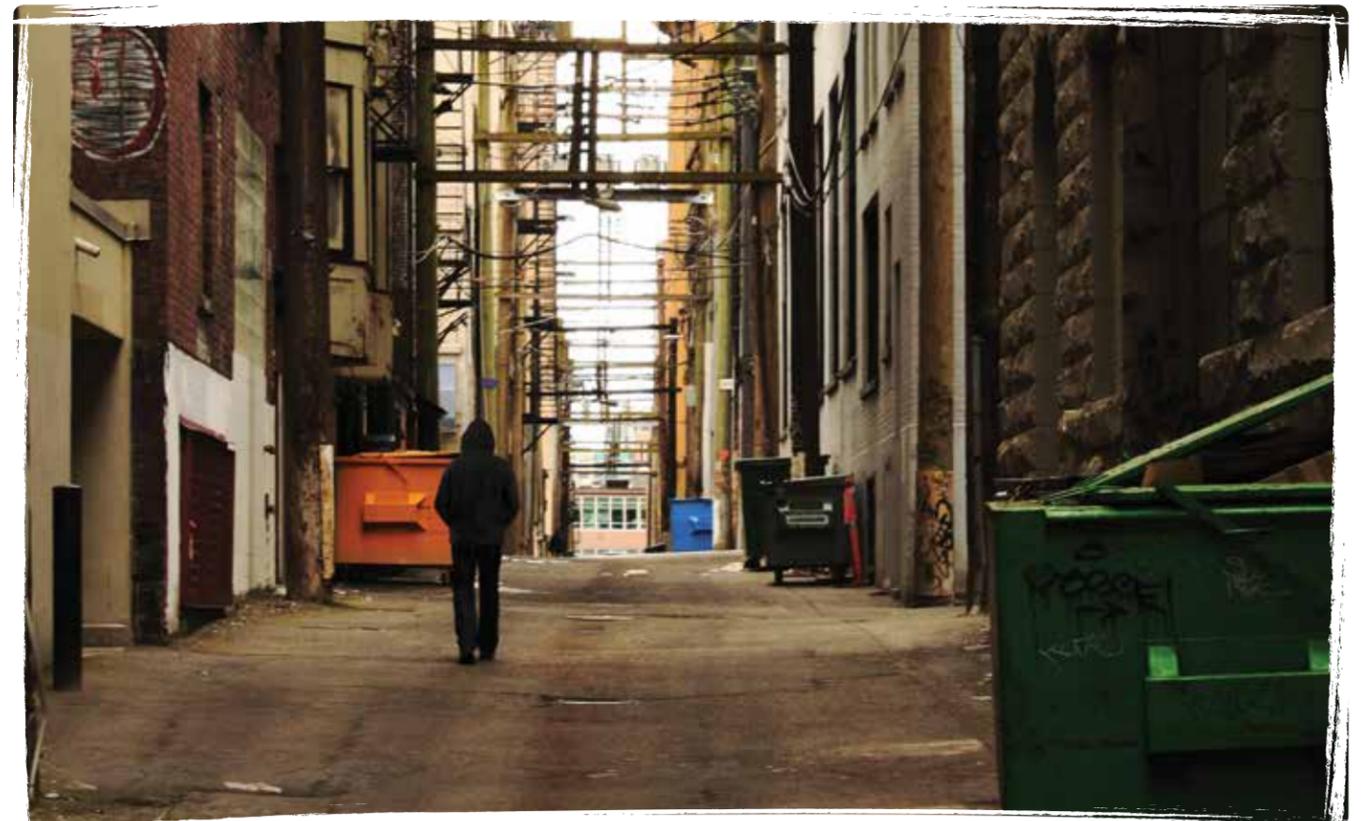


Homelessness + Advocacy  
=  
Change

Everyone should have a place to call home. Come together with your friends, family and community to help break down the misconceptions that surround homelessness. Share daily facts to dispel myths and shed light on the realities of homelessness. When we work together to challenge stereotypes, we help to give homeless people back their identities as individuals and build the empathy of others. Raise awareness with WE Won't Rest, then get in touch with local shelters to start taking action. Your hard work can help those in need to receive the resources and support they need to lift themselves up and succeed. Together, we can show others that we won't rest until everyone has a place to call home.

**Fact:**

In 2015-2016, there were **271,000 homelessness case actions** in the UK. A rise of **32%** since 2009-2010.



# Ways to Take Action

Share daily facts about homelessness then contact a local shelter to start taking action.



## Campaign in Action:

### See the Impact!

At Christ the King Catholic Sixth Form College in the London Borough of Lewisham, students used their talents to take on homelessness, a prominent issue in their area. The WE Group organised an assembly with a difference—instead of telling their classmates about the issue, they would show them. By acting out first person, real life accounts of homelessness, they brought the issue to life, helping their audience to better understand what homelessness means to different people. Visit [WE.org/wewontrest](http://WE.org/wewontrest) to find out how the WE Group turned empathy into action.



## At School:

- Have every class put aside ten minutes each morning to read daily homelessness facts and talk through the discussion questions.
- Get in touch with a homelessness support charity or shelter in your local area, to learn more and find out about volunteering opportunities.



## At Home:

- Spend a day with your family making healthy packed lunches for an organisation that supports the homeless in your community, and find a way to personalise each one.



## As a Community:

- Hold a collection at your local community centre to collect clothes and care items for the homeless in your area.

**!** Remember the clothes and blankets you donate should be washed and in good condition.

## Connect With Other Campaigns:

### WE Take Charge

Recycle unwanted clothes or blankets by donating them to your local shelter.

### WE Volunteer Now

Volunteer at a local shelter or homeless support organisation.



### WE Are Silent

Write to your local council to find out how they're taking action on homelessness in your community.

### WE Read Together

Feature a book about homelessness at your upcoming book club meeting.

## Checklist:

- Investigate and learn with the Homelessness Issue Card.
- Assign Club Cards to all members.
- Action plan with your Local Yearbook.
- Put up campaign posters.
- Write facts about homelessness on the WE Won't Rest Photo Board and share snaps on social media with #WEwontRest.
- Contact a local shelter or homeless support charity.
- Complete your Campaign Impact Survey.
- Plan your WE DayX!

## WE Day App Challenge!

Start spreading facts to dispel myths and take action to help support homeless people in your community. Contact a local shelter to see how you can lend a helping hand and track your actions on the WE Day app. Every volunteer action you take helps someone in need and sheds light on the realities of homelessness. [#WEwontRest](https://www.wewontrest.org/)



Check out other resources for this campaign on your USB!

## Local ▶ Sustainable Living

# WE Take Charge

Gather your friends and pledge to go green!

**Skills:**  Reflection  Argument Formation  Action Planning

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

**Impact:** Local

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## Sustainability + Purpose = Change

Let's commit to living sustainably—together. Change can begin with one very simple act. Learn about the importance of creating a more sustainable Earth and start planting the seeds of change. Commit to a sustainability challenge, like turning off the lights or starting a garden in your classroom, school field 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.



### Apply for the Change is in the Air Award!

Make a mark on our planet! Decrease negative environmental impacts and take your positive impacts to the next level. Thanks to Virgin Atlantic, schools from across the UK have the chance to win up to £1,200 to turn their ideas for sustainability into action.

Find out more at [WE.org/sustainabilityaward](http://WE.org/sustainabilityaward).

# Ways to Take Action

Gather your peers and work together to make your school more sustainable.



## Campaign in Action:

### See the Impact!

The pupils of Kinmylies Primary School in Inverness are taking local action to make a worldwide impact. Inspired by the Global Goals for Sustainability, the whole school took part in an Eco Day, where they learned about global issues such as climate justice and water wastage. By presenting their findings to their families, and even to members of the local council, these green go-getters are showing their community what it means to be a friend to the environment. Discover how pupils are planning to grow their impacts 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 ten to five minutes.
- Replace plastic water bottles with reusable bottles, recycle paper, and pick up litter on your 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 transport as an alternative.



## As a Community:

- Organise a litter-pick in your local area. Meet at the local park, river or beach to help clean up your community.

# Connect With Other Campaigns:

## WE Are Silent

Take a stand against local pollution with a silent march.

## WE Bake For Change

Grow the ingredients for a healthy food sale.



## WE Scare Hunger

Raise awareness of food waste in your school.

## WE Volunteer Now

Work with residents of a local care home to develop and care for a school garden.

## 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.
- Share on social media with #WETakeCharge.
- Complete your Campaign Impact Survey.
- Plan your WE DayX.

## WE Day App Challenge!

Our planet is amazing and amazingly beautiful—let's commit to keeping it that way! Join us as [#WETakeCharge](https://twitter.com/WETakeCharge) and go green. We want you to try biking, walking or rollerblading to school. Challenge your classmates to join you and compare your daily environmental impacts on the WE Day app!



Check out other resources for this campaign on your USB!

## Local ▶ Literacy

# WE Read Together

Be an advocate for literacy by organising a book collection or becoming a reading mentor.

**Skills:**  Leadership Skills  Critical Thinking  Reflection

**Theme:** Knowledge is Power

**Impact:** Local

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## 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 jeopardises their future success. Help the next generation of young leaders become empowered through reading, by organising a book collection or reading with a younger child in your community.

### Fact:

One survey found that 1 in 10 respondents had less than 10 books in their home, and 3% had none at all.



# Ways to Take Action

Be a literacy advocate and increase childrens' access to books by organising a book collection.



## At School:

- Become a reading mentor to a younger child in your school to help improve their reading and inspire them to discover a book they love.
- 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 centre, charity shop or library.



## As a Community:

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

## Connect With Other Campaigns:

**WE** Are Silent

Read and share stories of inspirational figures who've created change.

**WE** Volunteer Now

Set up a mentorship scheme with younger students in your school.



**WE** Take Charge

Hold a book swap in your community to reduce waste.

**WE** Are Rafikis

Share stories of the amazing mamas who make Rafiki bracelets.

## Checklist:

- Investigate and learn with the Literacy Issue Card.
- Assign Club Cards to all members.
- Action plan with your Local Yearbook.
- Put up campaign posters.
- Print and fill out the Bookmarks for Thought. Then, distribute them inside books in your school library.
- 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 fellow change-makers 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 ▶ Youth Empowerment



Organise a volunteer activity with your peers.

**Skills:** Leadership Skills Critical Thinking Reflection

**Theme:** Volunteerism: A Growing Movement

**Impact:** Local

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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 those around you to 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 discover their passion and create change. Volunteer and initiate 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.



**Virgin Atlantic Be the Change Volunteer Trip Scholarship**

Every summer, 30 young people aged 12-18 join us in Rajasthan, India, for the volunteer trip of a lifetime! Apply for this all-expenses paid adventure and make a lasting difference to the lives of WE Villages' community members. By giving your time to help others overseas, you'll change and grow in ways you can't even imagine!

For more information and application dates, visit [WE.org/tripscholarship](http://WE.org/tripscholarship).

# Ways to Take Action

Identify a prevalent issue in your community and rally your group to volunteer with purpose.



## Campaign in Action:

### See the Impact!

Students at The Vale School in the London Borough of Haringey have worked hard to foster connections with their local community. After meeting a young refugee from Uganda, the students were determined to help her to feel at home in their community. By organising a celebration event for refugees, these compassionate students showed the world that everyone is welcome at their school. Read their story at [WE.org/wevolunteernow](http://WE.org/wevolunteernow).



## At School:

- Organise a peace march to raise awareness about youth violence.
- Spend a week raising awareness about safe driving in your local area.
- Volunteer at a local care home to teach residents new skills and learn from the older generation.



## At Home:

- Organise a clothing collection with your family to support local shelters or charity shops in your community.



## As a Community:

- Bring your community together and organise a week of volunteer activities. Contact your local community centre to find out how you can support them.

# Connect With Other Campaigns:

**WE Won't Rest**

Volunteer at your local homeless shelter.

**WE Bake For Change**

Bake with residents at a local care home.



**WE Take Charge**

Go litter picking in your local community.

**WE Scare Hunger**

Volunteer to help sort food at your local foodbank.

## 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 Top Talent Cards.
- Share on social media with #WEvolunteerNow.
- Complete your Campaign Impact Survey.
- Plan your WE DayX.

## 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: offer your time at a local library or get a group together to clean up your school. Then, track your volunteer hours on the WE Day app. When we all work together, change can happen. Share your volunteer experience with [#WEvolunteerNow](https://www.instagram.com/wevolunteernow).



Check out other resources for this campaign on your USB!

## Global ▶ Women's Empowerment

# WE Are Rafikis

Empower women by selling Rafikis.

**Skills:**  Organisation  Information Literacy  Reflection

**Theme:** Social Entrepreneurship: Connecting Communities

**Impact:** Global

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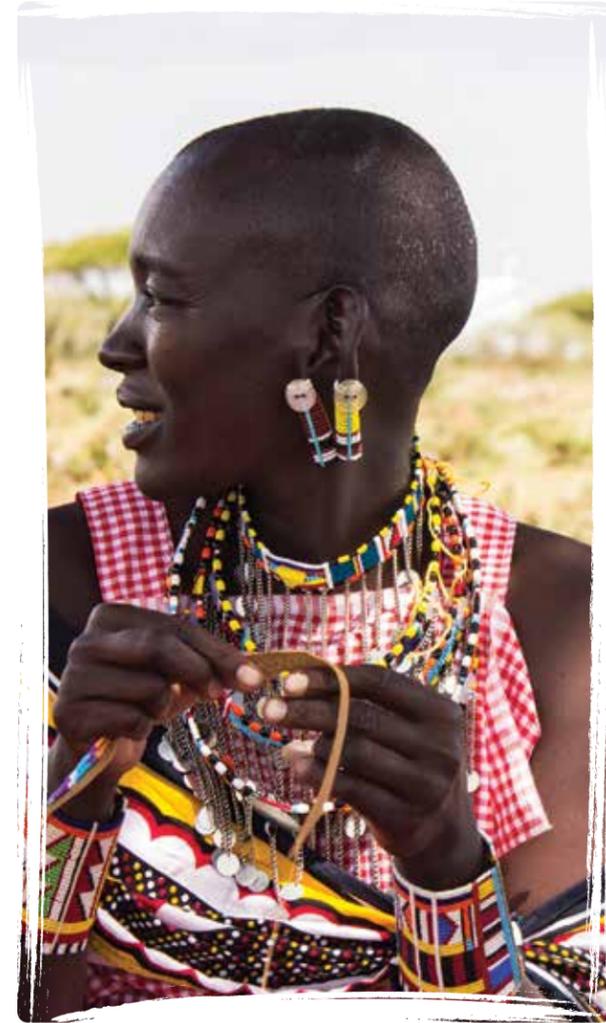


## Women's Empowerment + Rafikis = Change

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:

Every **additional year** of primary school boosts girls' eventual wages by **10-20%**.



In swahili, *rafiki* means "friend."

### Track Your Impact!

Every Rafiki bracelet comes with a special Track Your Impact code, enabling you to see exactly what your donation provided to a developing community and where it was delivered. Track Your Impact connects you to the people and communities who are experiencing incredible change and thriving.

Visit [trackyourimpact.com](http://trackyourimpact.com) to learn more.

# 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, £4 goes to your school's WE Villages country and pillar of choice.

## Spread the Word

To make sure everyone knows about your Rafiki fundraiser, it's a good idea to purchase some Pillar of Impact Rafikis to show off as samples.

Alternatively, simply share the campaign webpage [WE.org/wearerafikis](http://WE.org/wearerafikis) with friends and family, or post the campaign video on social media and make sure everyone knows what it means to be a friend to the world!



## At School:

- Display sample Rafikis on a table in the school hall or reception and take orders from students and visitors throughout the campaign.
- Ask for permission to put Rafiki samples and an order form in the staffroom so your teachers and school staff can place their orders!



## At Home:

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



## As a Community:

- Build a community of *rafikis*! Show off the bracelets at your community centre or ask local businesses to help make an impact—take orders and spread the word.

# Connect With Other Campaigns:

## WE Take Charge

Design costumes using recycled materials and hold a Rafiki fashion show.

## WE Create Change

Find out how a goat will also empower women in WE Villages communities.



## WE Are Silent

Discover the facts about women's rights and share them on social media.

## WE Volunteer Now

Bead your own Rafiki bracelets with a local community group.

## 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).
- Collect orders using your WE Are Rafikis Order Form.
- Complete your Campaign Impact Survey.
- Plan your WE DayX.

## WE Day App Challenge!

Be an 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 get started. Use the WE Day app to track your hours of action and discover how your campaign is empowering women in WE Villages partner communities around the world. [#WEareRafikis](https://twitter.com/WEareRafikis)



Check out other resources for this campaign on your USB!

Global ▶ Opportunity



Host a coin collection for the goat that gives back!

**Skills:** Action Planning Organisation Leadership Skills

**Theme:** Small Change Creates Big Change

**Impact:** Global

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Opportunity + Coin Collection  
= Change

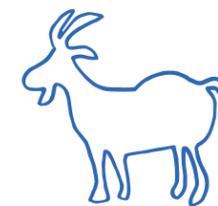
Sometimes the smallest change can create the biggest impact. Gather your peers and host a coin collection to raise funds towards purchasing a goat for a family in a developing community. By collecting coins through WE Create Change, you're not just helping one family, you're opening the door to greater 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 £1.20 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.



£30 =

One dairy goat to help sustain a family and their community.



# Ways to Take Action

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



## Campaign in Action:

### See the Impact!

Find a penny, pick it up. At Oriel High School in Crawley, the whole school have been working together to chase coins and create change. Ready for an almighty challenge, students organised a coin collection to fundraise for education in the WE Villages community of El Trapiche, Nicaragua, some 5,000 miles away. With the £180 fundraised, these compassionate young people have spread good fortune to fellow students overseas for not just a day, but weeks and years to come. Read their story at [WE.org/wecreatechange](http://WE.org/wecreatechange).



## At School:

- Organise special events like film nights and student vs. teacher football tournaments and collect donations at the door!
- Host a challenge among your friends to raise funds for a goat. Which class can collect the most coins in a week?



## At Home:

- Find and share articles with your family about the benefits dairy goats bring to families in developing communities. Check out [trackyourimpact.com](http://trackyourimpact.com).
- Supply your family with collection bags for them to take to work.



## As a Community:

- Ask local businesses and community centres to keep a collection jar to help raise funds in support of your cause.

# Connect With Other Campaigns:

## WE Walk For Water

Discover how women are gaining financial independence, free from the burden of collecting water.

## WE Are Rafikis

Learn how Rafiki bracelets are empowering communities through the Opportunity Pillar.



## WE Take Charge

Use recycled items to create your own coin collection pots.

## WE Are Silent

Take a stand against global poverty by raising pennies for every second you go silent.

## 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.
- 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).
- Ask your teacher to make your group's donation via a cheque made payable to WE Charity or using a payment card online at [WE.org/gb/donate](http://WE.org/gb/donate).
- 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! Challenge members of your community to donate their spare change and watch as one act of kindness makes a global impact. [#WEcreateChange](https://www.instagram.com/wecreatechange)



Check out other resources for this campaign on your USB!

Global ▸ Advocacy



Go silent and support human rights.

**Skills:** Critical Thinking Reflection Argument Formation

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

**Impact:** Global

AN INITIATIVE OF



Advocacy + Silence  
=  
Impact

Child labour, child soldiers and poor access to education are just some of the issues that are silencing the voices of young people across the globe. Go silent for a day in solidarity with young people 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.

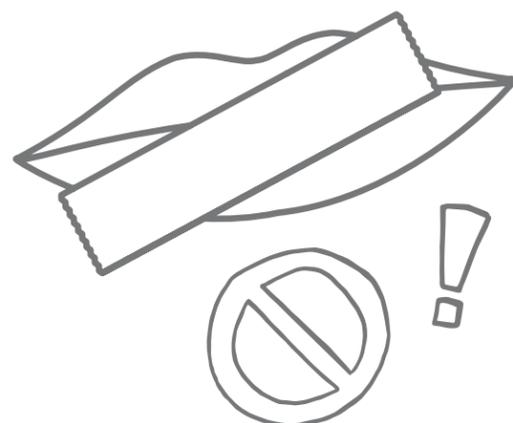
**Fact:**

An estimated 150 million children around the world are involved in child labour.



# Ways to Take Action

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



## Campaign in Action:

### See the Impact!

An eerie silence overcame Rokesly Junior School in the London Borough of Haringey. In every classroom, the normal buzz of the school day subsided, to make way for an hour of inspirational awareness-raising. Brought together by their passion for global water issues, pupils and staff turned their chatter into creativity, using collage, water colours and textiles to reflect on the right to clean water. Read their full story at [WE.org/wearesilent](http://WE.org/wearesilent).



## At School:

- Organise a silence relay. Schedule different year groups to go silent for different times throughout the day.
- Spread awareness with a display board raid! Stay after school to write facts about children's rights on the boards in every classroom the day before your campaign.



## At Home:

- Share stories about children who are voiceless and plan an action with your family to advocate for them.



## As a Community:

- Organise a silent march in your local area and have community members come together to fundraise and raise awareness for those who go unheard.

# Connect With Other Campaigns:

## WE Walk For Water

Combine your water walk with a silent march to raise awareness of global water scarcity and how it affects human rights.

## WE Rise Above

Use your voice to stand up for those who don't have one by raising awareness of cyberbullying.



## WE Are Rafikis

Explore a day in the life of a Kenyan mama to learn more about women's rights.

## WE Won't Rest

Create a silent film to raise awareness of homelessness in your community.

## 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](https://www.instagram.com/wearesilent).
- Complete your Campaign Impact Survey.
- Plan your WE DayX.

## WE Day App Challenge!

Imagine a world where your voice didn't matter. This is the reality for millions of children in developing countries who are forced into child labour. Want to make a difference? Gather your community and challenge 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 and track your impact on the WE Day app! [#WEareSilent](https://www.instagram.com/wearesilent)



Check out other resources for this campaign on your USB!

## Global ▶ Food



Host a cake sale to raise money for WE Villages.

**Skills:**  Action Planning  Organisation  Leadership Skills

**Theme:** Bake a Global Difference

**Impact:** Global

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## Food + Cake 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 cake sale, you will be giving families the ingredients they need to make a better life for their children. Every penny you raise has the power to make a global impact. Together, baking a difference is a piece of cake!

### Fact:

Globally, we produce enough food for 10 million people, the population peak we expect by 2050. Yet, **1 in 9** still go hungry every day.

## WE Villages Goal

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

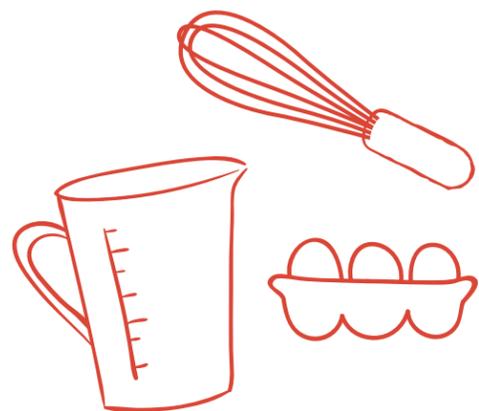


**£30 =** One year of healthy lunches for two students!



# Ways to Take Action

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



## Campaign in Action:

### See the Impact!

It's official! The chocolate cake at Milton Keynes College is the best! It took just five minutes to sell half of this world-changing cake at the WE Group's sale, every crumb spreading joy to the customer and around the world. The bakers were moved to don their aprons after learning about water insecurity in developing countries and the distance that many young women, like themselves, must travel to simply fetch water. Find out how much they raised 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 cake sale to raise money.
- Organise a multicultural food sale to reflect your school's diversity.



## At Home:

- Host a cake sale, invite friends and family to learn about WE Villages and get support for your cause.



## As a Community:

- Host a bake-off community event to raise funds and awareness for WE Villages partner communities. Invite a prominent member of your community, such as your local MP, to judge the event.

# Connect With Other Campaigns:

## WE Read Together

Find your favourite recipe and bring them into school for a recipe swap day.

## WE Volunteer Now

Bake the items for your cake sale with members of your local community, then invite them along to the event itself.



## WE Take Charge

Learn about the journey of your ingredients from source to shelf.

## WE Won't Rest

Make a meal for vulnerable people at a local homeless shelter.

## 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.
- Learn more about the Food Pillar online at [WE.org/we-villages/food](http://WE.org/we-villages/food).
- Get baking with the recipes found in your Global Yearbook.
- 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? Help us fight food insecurity in some of the poorest communities worldwide by hosting a WE Bake For Change cake sale. Your cake sale will help fundraise for WE Villages projects and make the world a sweeter place—one bite at a time! Challenge your friends to bake a healthy treat for your sale and track your results on the WE Day app! [#WEBakeForChange](https://www.facebook.com/WEBakeForChange)



Check out other resources for this campaign on your USB!

Global ▶ Water

# WE Walk For Water

Organise a world-changing water walk.

**Skills:**  Research and Writing  Critical Thinking  Organisation

**Theme:** Investigating Water Scarcity

**Impact:** Global

AN INITIATIVE OF



Water + Walk  
=  
Change

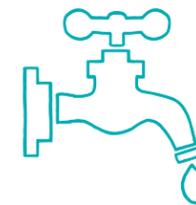
Every day, women and children around the world spend 200 million hours collecting water, often from sources full of dangerous contaminants. Organise a water walk to inspire positive change on global water issues and take steps to make a difference for communities living without safe drinking water. Having 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:**

2.4 billion people across the world still do not have basic sanitation facilities such as toilets or latrines.

## WE Villages Goal

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



£30 = Clean water for life for two people.



# Ways to Take Action

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



## Campaign in Action:

### See the Impact!

The average distance women and children in developing countries walk each day to fetch water is 3.7 miles. The students of Grange Technology College in Bradford went the extra mile to put the spotlight on global water scarcity. To better understand the immense hurdles that women and children must overcome every day, this determined group challenged themselves to walk the Yorkshire Three Peaks, covering a massive 24 miles in just one day! Find out the world-changing amount they raised at [WE.org/wewalkforwater](http://WE.org/wewalkforwater).



## At School:

- Collect sponsorship and organise a water relay challenge.
- Display posters above sinks and taps in your school to remind students how difficult it is for others to access clean water.



## At Home:

- Organise a walk to a local water resource, like a stream, lake, or pond, 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 and learn more about global water issues together. Plan a route that will match the distance families walk to fetch clean water and collect sponsorship for every mile walked or carry signs to raise awareness.

## Connect With Other Campaigns:

### WE Bake For Change

Create a catering team to put on refreshments for after your water walk.

### WE Won't Rest

At the end of your water walk, donate bottles of clean water to a homeless shelter in your community.



### WE Take Charge

Learn about water conservation and share tips with your classmates.

### WE Create Change

Wear blue for a water awareness day and collect loose change as donations.

## 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.
- Learn more about the Water Pillar online at [WE.org/we-villages/water](http://WE.org/we-villages/water).
- Collect donations with the WE Walk For Water Sponsorship Form.
- 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. Spread awareness by sharing facts about global water issues and tracking your water usage on the WE Day app. Why not challenge your fellow change-makers to do the same? [#WEwalkForWater](https://www.instagram.com/wewalkforwater)



Check out other resources for this campaign on your USB!

# We Are Social!

FOLLOW US! @WEmovement



#WEday | #WEschools