

Global ► Opportunity



Host a coin drive for goats.

Elementary, Middle, High School, Community Groups

SKILLS:  ACTION PLANNING  ORGANIZATION  LEADERSHIP SKILLS

CURRICULUM: It All Adds Up

IMPACT: Global

AN INITIATIVE OF



Opportunity + Coin Drive = CHANGE

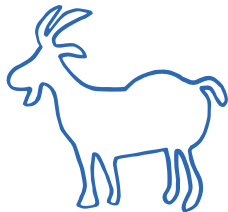
Sometimes the smallest change can create the biggest impact. Gather your peers and host a coin drive to raise funds toward purchasing a goat for a family in a developing community. By collecting coins through WE Create Change, you're not just helping one family, you're opening the door for greater opportunities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

Fact:

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

WE Villages Goal

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



\$50 =

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



Ways to Take Action

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



Campaign in Action:

See the Impact!

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



At School:

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



At Home:

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



As a Community:

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

Learning Outcomes

Curriculum Name: It All Adds Up

A classroom resource to teach personal finance and financial literacy.

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

Checklist

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

WE Day App Challenge!

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



Check out other resources for this campaign on your USB!



Host a coin drive for goats.

At the end of
2015,
one billion 
fewer people were living in
extreme poverty
than in **1995.**

Learn more about the issues at WE.org/exploringissues

Learn how to take action at WE.org/wecreatechange

#WEcreateChange

Step 1: *Investigate and Learn*

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

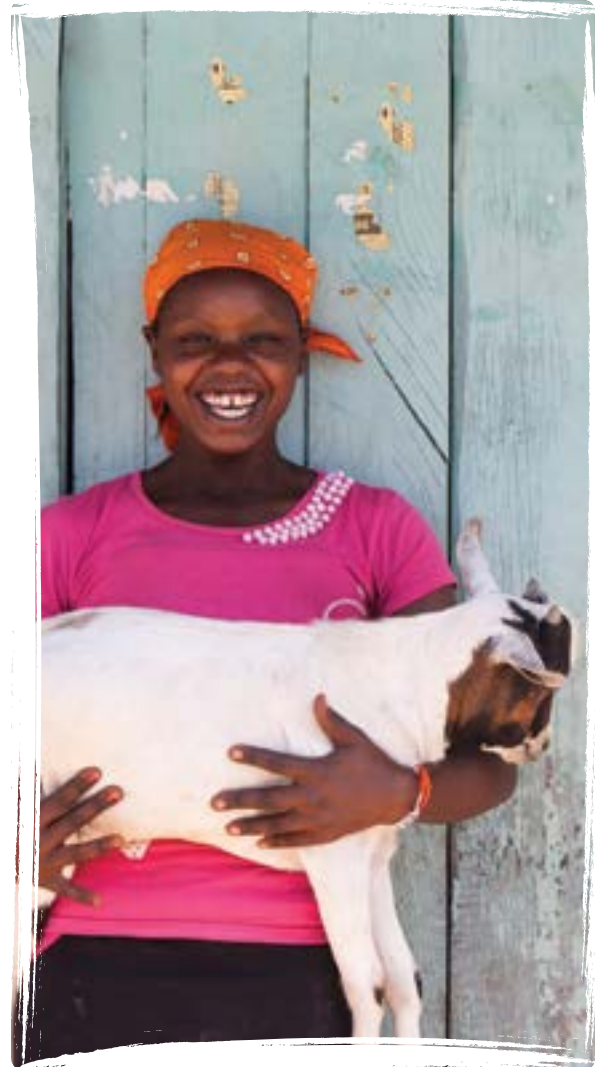

After reading the story, talk among your peers and discuss how a goat will affect a developing community. Tell us how you think having a goat is helping Daisy and her family.

Use the space below to record your thoughts!



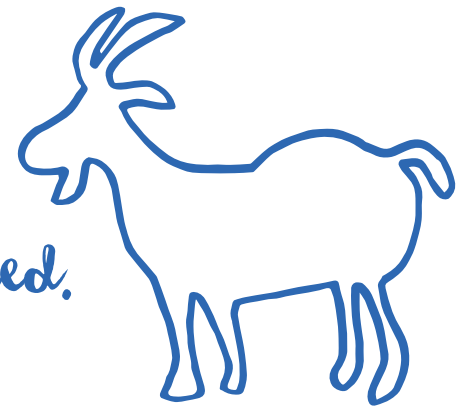
Now, go through the Exploring Issues activity with your group to learn more about global poverty

Jot down your thoughts and feelings below.




Set Your Goal

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



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

Our fundraising goal is:

\$ _____ = _____ 
(dollar amount) (number of goats)

Our fundraising impact will be for:

 EDUCATION
  WATER
  HEALTH
  FOOD
  OPPORTUNITY

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

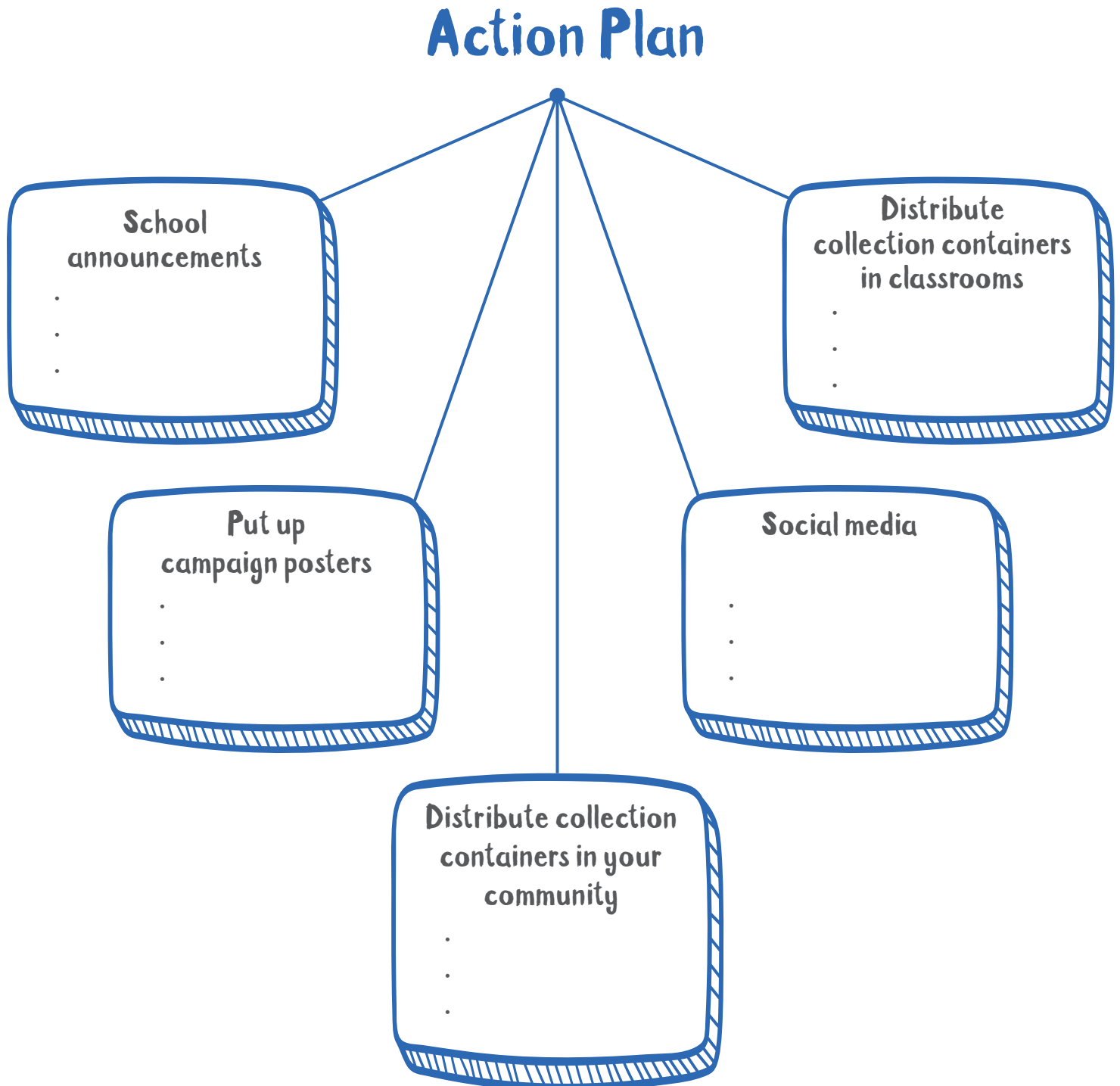
Start: _____ Finish: _____

Month: _____

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

Step 2: *Action Plan*

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



Step 3: Take Action

Brainstorm ways you can keep the momentum going throughout your campaign (e.g., competitions, regular announcements, information about global poverty, etc.). Write a list below!



Reflect

What were some new and creative ideas group members had to collect coins? How did you feel learning about global poverty? How did it feel to make an impact for families in developing communities?

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

Step 4: Report and Celebrate

Report

- ▶ What did you do to encourage coin donations during your campaign (e.g., placing collection jars, holding fundraising events, etc.)?

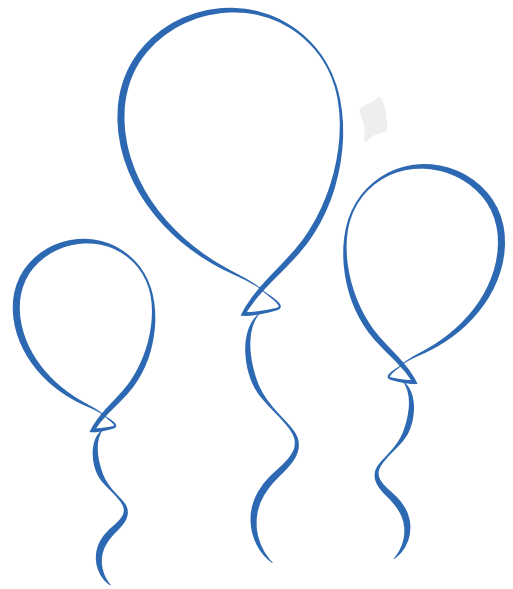
- ▶ How many students from your school were involved in the campaign?

- ▶ What was your final fundraising total?

- ▶ How will you be making your donation?

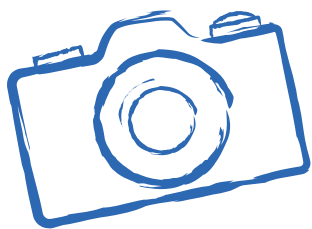
Send a check to WE Charity, c/o (your WE Schools Partnership Manager's name and school's WE Code).
Re: WE Create Change, 233 Carlton St., Toronto, ON, M5A 2L2, Canada.

- ▶ Has your teacher contacted your WE Schools Partnership Manager about filling out an Impact Survey? ☐ Yes / ☐ No



Celebrate!

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



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



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