

Global ► Women's Empowerment



WE Are Rafikis

Empower women by selling Rafikis.

Elementary, Middle, High School, Community Groups

SKILLS:



ORGANIZATION



INFORMATION LITERACY



REFLECTION

CURRICULUM: Social Entrepreneurship: Connecting Communities

IMPACT: Global

AN INITIATIVE OF



Women's Empowerment + Rafikis = CHANGE

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

Fact:

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



Ways to Take Action

Sell Rafiki bracelets to support artisans and help them gain a sustainable income.



Fundraise with WE Are Rafikis and make double the impact. For every item you sell, \$5 goes to your school's WE Villages country and pillar of choice.

BUY A STARTER KIT

Purchase your WE Are Rafikis Fundraising Starter Kit from WE Day or order them online at WE.org/wearerafikis to be picked up at WE Day.

ORDER FROM US ONLINE

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



At School:

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



As a Community:

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



At Home:

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

Learning Outcomes

Curriculum Name: Social Entrepreneurship: Connecting Communities

A classroom resource that explores businesses with a social mission.

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

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
- ☐ Order your WE Are Rafikis starter kit
- ☐ Complete your Campaign Impact Survey
- ☐ Plan your WE DayX

WE Day App Challenge!

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

[#WEareRafikis](https://WE.org/wearerafikis)



Check out other resources for this campaign on your USB!

New and Exciting Ways to Fundraise

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



#GirlLove Rafiki Bracelet

In Swahili, the word for friend is *rafiki*. Lilly Singh (aka *ISuperwomanII*) and WE have banded together on something big! The #GirlLove Rafiki bracelet supports Lilly's mission to end girl-on-girl hate. #GirlLove is about building each other up, leaving behind the negativity and achieving amazing things together. With this Rafiki, you can help spread the love, showing how awesome women can be when they have equal opportunity. Each Rafiki gives a girl in Kenya the opportunity to go to primary school, giving them a place to share strength, ideas and support. It's the ultimate kind of #GirlLove. Each Rafiki is made with glass beads on a stretchy 20" cord, accented with brass charms and a #GirlLove tag. Wear it your way—as a bracelet, necklace, anklet or however you choose!



Minga Bracelets

In Ecuador, a *minga* is a call to action—a community coming together for the greater good. When you wear a Minga bracelet, you're joining a movement of people working together to transform our world. Each bracelet is handmade by women in Ecuador on an adjustable wax cord, a contemporary take on the tradition of weaving with natural fibers found in the Amazon. Choose from five bracelets, each giving a meaningful impact in a WE Villages community—school supplies, clean water, health care, healthy food or financial tools.




Coming Soon: We're making Valentine's Day a little sweeter with new ME to WE products!

Share the love this February with \$5 from every sale of a ME to WE product going to a clean water, opportunity, education, food or health project. With a special ME to WE Valentine's Day gift you can be sure your friends, loved ones and communities around the world will be feeling extra special this Valentine's Day. More to come!



WE Are Rafikis

Empower women by selling Rafikis.

A child
born to

a mother
who can read
is 50% more likely
to survive past
the age of 5.

Learn more about the issues at [WE.org/exploringissues](https://www.wearerafikis.org/exploringissues)

Learn how to take action at [WE.org/wearerafikis](https://www.wearerafikis.org)

#WEareRafikis

Step 1: *Investigate and Learn*

Every Rafiki bracelet sold helps empower the woman who made it.

See the impact!

- ▶ Helps the artisan earn a living and save for the future.
- ▶ Provides a tangible impact, like clean water or school supplies for a member of a developing community.
- ▶ Allows you to fundraise for a country and pillar of your choice!

Check out the video at MEtoWE.com/about-us/our-impact/#mamas to watch these artisans tell their stories. Then, discuss with your group how Rafiki bracelets are a symbol of empowerment.



Use the space below to write down your thoughts, feelings and ideas about the following questions:

- ▶ What does the opportunity to earn an income mean to a woman in a developing community?
- ▶ What might she use her earnings for?
- ▶ How does it affect her family?

Learn more about how each Rafiki bracelet makes an impact through WE Villages by visiting trackyourimpact.com/#powerful-change. See how your impact is helping to build projects that create long-term sustainable change in communities around the world.

Talk with your group members about what difference something like school supplies or medicine can make in someone's life. How can everyday decisions, like where someone shops and what someone buys, have a global impact?

Through WE Villages, your campaign can also have an impact as a fundraiser for a global cause you care about. Use the Exploring Issues activity to help you learn more about what issue your group will fundraise for.

We're fundraising for _____

because _____

Time to get creative! Design your own Rafiki bracelet in the space below.



Set Your Goal

Now that you know about Rafiki bracelets and the empowerment they bring to women in Kenya, it's time to set a goal for how many you want to sell!



Sell Rafiki bracelets to support artisans and help them gain a sustainable impact.

For every item you sell, \$5 goes to your school's WE Villages country and pillar of choice.

Our fundraising goal is:



Our fundraising impact will be for:



EDUCATION



WATER



HEALTH



FOOD



OPPORTUNITY

How many Rafiki bracelets are you hoping to sell?

When will your campaign start and finish?

Step 2: *Action Plan*

Now you have a goal, but you need a plan to put it into action!

The first step is getting your WE Are Rafikis Fundraising Starter Kit so you have sample Rafiki bracelets to show your school while taking pre-orders. You can order it online at WE.org/wearerafikis. How will you purchase yours?

- ☐ Online at WE.org/wearerafikis or shop.MEtoWE.com
- ☐ Pick up at WE Day (must pre-order online)

To make collecting orders a breeze, use the WE Are Rafikis pre-order cards on page 18 to manage all of your orders! Photocopy them and cut them up to be ready for when orders start rolling in.

Don't forget to connect with your WE Schools Partnership Manager to find out which new Rafikis are available for purchase.

Create a timeline for your Rafiki-selling plan!

Use the ideas below and place each one on the timeline where you think it will best help your group plan a successful campaign. Add in anything else you think you will need to do!

- ▶ Order Rafiki bracelets
- ▶ Display sample Rafikis on a table in the cafeteria or foyer
- ▶ Put up campaign posters or design posters
- ▶ Make school announcements
- ▶ Visit classrooms to pick up pre-order cards
- ▶ Post on social media



Step 3: *Take Action*

Once you've taken all your pre-orders, it's time to add up the numbers and types of Rafikis you need and send in your order!



Three ways to place your order:

1. Order online at WE.org/wearerafikis or shop.MEtoWE.com.
2. Scan and email the WE Are Rafikis Order Form to your WE Schools Partnership Manager.
3. Print and mail in the WE Are Rafikis order form on your USB (address to: ME to WE Shop, Inc. ME to WE attn.: Accounting, 233 Carlton St., Toronto, ON, M5A 2L2, Canada)

TIP: Consider ordering a few extras in case people change their minds!

Next, decide how you will distribute the Rafiki bracelets when they arrive!

Will you deliver them to people? Have you decided on a pick-up spot?

Decide amongst your group and create a chart to record orders that have been delivered and paid for.

Reflect

Did you run into any problems during your WE Are Rafikis campaign? How did you solve them? How can a Rafiki bracelet be a symbol of connection to other people around the world?

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

Step 4: Report and Celebrate

Report

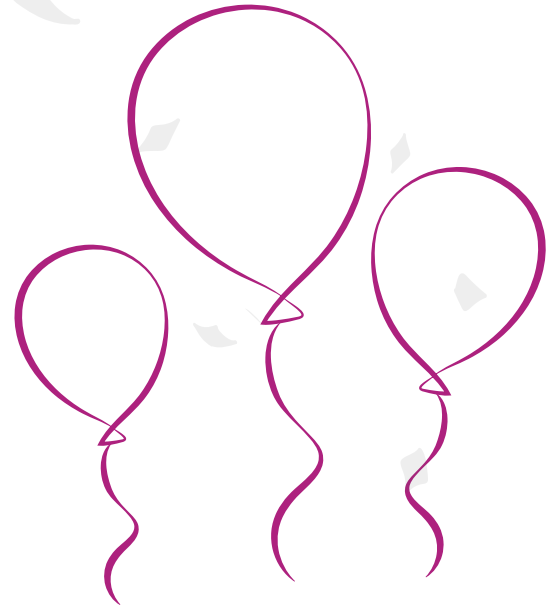
- ▶ How many students from your school helped organize the campaign?

- ▶ Approximately how many people from your school bought bracelets?

- ▶ How many Rafiki bracelets did you sell?

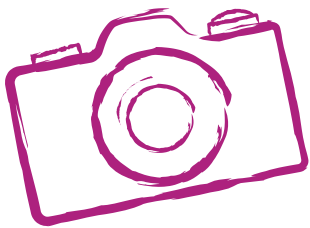
- ▶ What was your final fundraising total?

- ▶ 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 Are Rafikis by posting photos to social media using [#WEareRafikis](https://www.instagram.com/wearerafikis).