

Talking Points

About WE

WE is a family of organizations making doing good, doable. WE is made up of WE Charity, empowering domestic and international change, ME to WE, a social enterprise that creates socially conscious products and experiences to help support the charity, and WE Day, filling stadiums around the world with the greatest celebration of social good. WE enables youth and families to better the world – supporting 2,500+ local and global causes by volunteering millions of hours of service, shopping daily with an impact, and raising millions of dollars that directly benefit their local communities and the world.

Globally, our teams in Asia, Africa, and Latin America have provided more than 1 million people with clean water, built 1,000 schools and schoolrooms overseas, and empowered more than 200,000 children with access to education. WE was founded more than 20 years ago by social entrepreneurs, brothers Craig and Marc Kielburger. Join the movement today at WE.org.

About WE Day

WE Day is the manifestation of WE, a celebration of people coming together and filling stadiums around the globe to experience the greatest classroom in the world for a full day, live event. You can't buy a ticket to WE Day—people earn their entry by taking action on one local and one global cause. WE Day unites world-renowned speakers and award-winning performers with thousands of young people and families to celebrate and inspire another year of incredible change.

- WE Day celebrates and inspires this generation's shift from *me* thinking to *we* acting, building a better world where everyone has the power to speak out and make choices that have a positive impact.
- Taking the philanthropic world by storm with 19 events in the U.S., Canada and the U.K., WE Day events are attended annually by 200,000 students from over 10,000 schools.
- This series of stadium-sized events has seen some of the world's greatest speakers and performers—such as Malala Yousafzai, Selena Gomez, Earvin “Magic” Johnson, Russell Wilson and Demi Lovato, Kermit the Frog, Charlize Theron and Seth Rogen—with international activists and co-founders of WE, Craig and Marc Kielburger, WE Day makes it cool to care.
- More than a one-day event, WE Day is connected to the comprehensive yearlong, service learning WE Schools program which provides unique curriculum, educational resources and action campaigns to help students develop the leadership skills to succeed academically, in the workplace and as active citizens.
- Students can't buy a ticket to WE Day—they earn it through the WE Schools program, by taking action on one local and one global cause.
- WE and TELUS are proud to share the WE Day app—a platform for making a positive impact on the world, one action at a time. Students can explore, complete and share challenges created by like-minded individuals, each making a positive difference for both our local and global communities. With the WE Day app, all youth can earn ballots to win tickets to a WE Day event.
- Since 2007, youth involved in WE Schools have achieved remarkable results:
 - \$79 million raised for more than 6,500 local and global organizations
 - 27.6 million hours volunteered for local and global causes
 - 9.8 million pounds of food collected by youth for local food banks

Made possible by



Allstate
Foundation



Walgreens
at the corner of happy & healthy

Microsoft



- WE is one of the world's largest non-profit causes on Facebook with over 3.3 million likes and almost one million followers on Twitter
- This year WE Day celebrates the theme Generation WE. When we come together and show our strength in numbers, Generation WE has the power to change local landscapes, for good. Generation WE is also about tackling global issues beyond your local sphere, expanding our horizons to build worldwide cultural and social bridges.
- Learn about how you can get involved with the WE Movement at WE.org and stay connected online:
 - #WEDay
 - [Facebook](#) @WEMovement
 - [Twitter](#) @WEMovement
 - [Instagram](#) @WEMovement
 - Visit our [Media Center](#)

About WE Day UN

- WE Day New York | Welcome took place on April 6, 2017 at the Radio City Music Hall with over 6,000 students and educators from more than 200 schools.
- WE Day New York | Welcome was followed in the evening by WE Day New York | Welcome: Friends & Family. The special evening show provided a unique opportunity for friends, families and community partners to come together to watch inspirational speakers and world leaders share their stories of positive change, motivating individuals to make a difference in their communities and around the world.
- WE Day UN will take place in New York on September 20, 2017 at The Theater at Madison Square Garden with 6,000 students and educators from more than 200 schools.
- WE Day UN will take place during the General Assembly of the United Nations, which will run from September 12 till September 25, 2017.
- In partnership with [UNAIDS](#), [UN Global Compact](#) and other UN agencies, WE will incorporate [Sustainable Development Goals](#) into more than 14,500 schools across the United States, United Kingdom, and Canada through WE Schools, and into the topics covered onstage at the first ever WE Day UN.
- UN Global Compact is a voluntary initiative based on CEO commitments to implement universal sustainability principles and to take steps to support UN goals. Recognised as the world's largest corporate sustainability initiative, UN Global Impact is a call to companies to align strategies and operations with the universal principals on human rights, labour, environment and anti-corruption, and take actions that advance societal goals.
- UNAIDS is the leading advocate for global action in the response to HIV. It works closely with global and national partners to end the AIDS epidemic by 2030 as part of the Sustainable Development Goals.
- WE Day UN and the year-round service learning program WE Schools are free to thousands of students across the country thanks to the generous support of partners, including National Co-Title Sponsors Allstate, Unilever, Walgreens and Microsoft.
- WE Day is supported in the Tri-state area by Co-Chairs Carolyn Everson, Vice President, Global Marketing Solutions, Facebook; Paul Polman, CEO, Unilever; Ornella Barra, Co-Chief Operating Officer, Walgreens Boots Alliance; and Lynne Doughtie, Chairman and CEO, KPMG US.

Made possible by



- Nationally, WE Day is supported by Co-Chairs Tom Wilson, Chairman and CEO, Allstate; Jane Francisco, Editorial Director of Hearst Lifestyle Group and Editor in Chief of Good Housekeeping; Steve Robinson, CEO, Reimagine & Janet Crown, Philanthropist, Crown Family Philanthropies; Brett Tollman, CEO, The Travel Corporation, and Mike Dobbins Head, Strategy and Corporate Development, RBC.
- Students attending WE Day UN support a range of initiatives including to raise awareness on the impacts of bullying, as well as, strengthening the community with support to eliminate homelessness and poverty in New York and the Tr-state area
- Example of a local group taking action: Students from One World Middle School are living WE by advocating for global child rights. The students rallied their peers and community members for a Children's march around their school as a sign of solidarity. Students continue to lead a global awareness campaign to lobby for U.S. ratification of the Convention on the Rights of the Child and global enforcement of the treaty to promote equity, opportunity and peace for everyone.

Made possible by



Allstate
Foundation



Walgreens
at the corner of **happy** & **healthy**

 Microsoft

