Together, we change the world.
A Note From Our Founders

Dear WE Friends and Supporters,

We are so grateful to you for your unwavering dedication, commitment and support on WE’s journey. You have helped us shift the future direction of the organisation and grow the WE movement beyond anything we dreamed possible.

We will never forget our humble beginnings when, united by the dream to end child labour, twelve 12-year-olds gathered in our parents’ basement and founded a movement. These roots have sustained a powerful base of children helping children, as well as our collective legacy built over our twenty-year history.

This has been an incredible year of new beginnings for WE. In rural Kenya, we celebrated the expansion of Baraka Health Clinic into a full-fledged hospital, as well as the opening of Ngulot Secondary School, the first boys’ secondary school in the area.

Across the UK and North America, thousands of students are transforming their local and global communities through our WE Schools programme. From teachers and parents investing in the next generation of active citizens to young activists making the social landscape more radically inclusive for all, we can see that there is so much more that unites us than divides.

Our unity was made manifest at WE Day UK, when young people from the Northwest of Scotland to the Southern tip of England came together to celebrate their achievements. Award-winning actress Kate Winslet took to the stage to inspire with her message of self-belief and perseverance.

Looking towards the future, we are thrilled to invite you to join us in empowering hundreds of thousands of additional young people across the UK and around the world.

Together we change the world,

Craig Kielburger  Marc Kielburger

A Note From Our Board of Directors

Dear WE Friends and Supporters,

I am immensely proud to share with you the impacts of another successful year for the WE movement—made possible by your support and commitment to building a better world.

During my time as Chair of the UK Board, I have been privileged to see WE Charity evolve into the trailblazing movement it is today. From modest roots, WE Charity’s success over the past twenty-years is proof that a single idea can change the world.

We will continue to foster hope, promote optimism, build community and work steadfastly together to make the world a better place in the next twenty years.

In an uncertain world, I am heartened by the burgeoning success of our WE Schools programme, which continues to empower students and teachers in classrooms across the UK. This year, WE Schools has impacted over half a million young people in all four corners of the UK, supporting them to grow into the compassionate young leaders of their generation. These young people have volunteered, collected food and fundraised with greater energy and enthusiasm than ever before, helping to create stronger communities at home and overseas.

We celebrated the achievements of these students at WE Day UK, an extraordinary day of change. The bravery of the speakers who shared their unique and personal stories was an inspiration to me. To see so many young people engaging with local and global issues—from discrimination, to the refugee crisis, to social media and poverty—is deeply encouraging. I have faith that our network of change-makers will continue to overcome barriers, find solutions and be the change they want to see in the world.

Internationally, our WE Villages programme is reaching more individuals, families and communities, continuing to change lives through our holistic approach to sustainable development. Most recently, we have begun partnering with communities in Ethiopia, helping families in the Tigray and Oromia regions to break free from the cycle of poverty.

The Board of Directors remains highly engaged, and we are truly proud of the successes we have seen this year. We hope to continue with this momentum by promoting excellence in leadership and governance, and by providing guidance in driving forwards new initiatives while strengthening existing programmes. As a board, we are committed to helping WE Charity continue to achieve its ambitious goals.

Thank you for a tremendous year, and for all you do to support the work and vision of WE Charity.

Yours sincerely,

Lord Rumi Verjee
Chair, Board of Directors, UK
Empowering Change

WE Charity makes a difference using resources that create sustainable impact.

We do this internationally through WE Villages, our holistic development model, and domestically through WE Schools, our unique experiential active citizenship programme.

Together, WE Charity is empowering students, families and communities to forge their own paths to success.

Table of Contents

6. Why We Are Different
8. Where We Work
10. WE Schools
12. WE Schools Story
14. WE Day
16. WE Villages
18. Pillars of Impact
20. WE Villages Story
22. Our Team
23. Awards
24. Annual Financials
26. Celebrity Ambassadors
28. UK Board of Directors and WE Day UK Co-Chairs
29. UK Partners and Supporters
30. Highlights From 2016–2017
Why We Are Different

OUR FINANCIAL MODEL

We empower change with resources that create sustainable impact—at home and abroad. We do this through domestic programmes like WE Schools and internationally through WE Villages.

OUR MODEL: AT HOME AND ABROAD

WE Charity’s international work focuses on breaking the cycle of poverty in developing communities through holistic, sustainable solutions.

In the UK, Canada and the U.S., WE Charity engages millions of students in social action through programming that focuses on young people as future change-makers.

We want to provide every young person with the resources and skills to not just change their own lives, but to positively affect the lives of others in their communities—at home and around the world. By providing today’s young people with opportunities and tools for success, we help empower them to further educate, advocate and come up with solutions to the issues that they are most passionate about.

TRANSFORM YOUNG PEOPLE AND COMMUNITIES
Develop inspired agents of change committed to addressing social problems.

EDUCATE AND EMPOWER YOUNG PEOPLE
Equip young people with the core skills and opportunities to succeed.

REMOVE BARRIERS TO THE SUCCESS OF YOUNG PEOPLE
Create conditions that facilitate the positive development of young people.
Where We **Work**

Our impact has local and global reach. We empower people at home and abroad with the tools and resources to lead meaningful change.
WE Schools

WE Schools is an experiential active citizenship programme that helps students understand social issues and then provides them with the tools and resources to take local and global action—reigniting their passion for learning in the classroom.

IT’S ENGAGING. IT’S EDUCATIONAL. IT’S EMPOWERING.

Through educational resources and social action campaigns, WE Schools prepares students with the life skills for success and empowers them to change the world. It’s a movement of students and teachers who believe that some of the most powerful learning experiences happen when you make a meaningful difference in your community and the world.

WE Schools is active in 3,400+ schools and groups across the UK.

WE Schools engages more than 3.4 million students.

Based on the 2016–2017 Year In Review Survey completed by WE Schools teachers in the UK:

- 77% of teachers feel they are better equipped to teach about social justice issues through active citizenship–based learning.
- 76% of teachers report that WE Schools has helped create a welcoming and respectful environment in their school or community.
- 86% of teachers report that their students are more likely to stand up for others who are treated unfairly because of their race, religion, sexual orientation, etc.
- 88% of teachers report that their students demonstrate increased leadership among their peers.
- 80% of teachers feel they have more meaningful relationships with students in their group or school.
- 89% of teachers report that their students feel a greater connection to their local community.

In the 2016–2017 school year ...

- 593 organisations across the UK were supported.
- 24,630 kilos of food were collected.
- £1,737,991 funds were raised for local and global causes.
- 532,135 hours were volunteered.
100 Pupils, 100 Ways to Change the World

Small but mighty, pupils from Symondsbury Church of England VA Primary School are making an impact far beyond their community.

In the Dorset countryside, pupils from Symondsbury Primary School are creating a tidal wave of change. With just over 100 pupils on the roll, the WE Schools programme has had an enormous impact on this small school.

Their journey began at WE Day. Alongside dedicated Headteacher Emma Roberts, a group of pupils travelled the 150 miles to London. Inspired by the personal stories of young people creating change, Symondsbury pupils resolved to join the WE community of doing good.

“Small actions add up, that was our lesson from WE Day,” recalls Emma, “and it had an immediate appeal to our small school.”

Soon, the entire school was committed to an ambitious global project: completing 100 actions to change the world. They’ve held cake sales and food collections, organised litter-pick days and packed zero-waste lunches. They’ve cut their hair for cancer, built a school pond to promote biodiversity and taken part in a sponsored run for a local hospice.

So far, pupils have taken seventy-two actions on 72 different issues.

The school’s efforts are encapsulated by a 100-piece jigsaw puzzle, one piece for every action. Hanging in the entrance hall, the 28 empty places are a reminder that there’s still more work to do!

Year 5 pupil, Alex, is ready for the challenge. “When we reach 100 actions, we’ll go for 1,000,” he says. “It may take a few more years, but we’ll do it.”

Nestled amongst verdant fields and rolling hills, the idyllic village of Symondsbury seems somewhat removed from our complex world. Yet with every action, 100 change-makers are reaching out to help others. Together, these passionate pupils are transforming our world into something even more wonderful.

TO READ OTHER STORIES OF IMPACT, VISIT WE.org/we-stories-categories/we-schools.

“Small actions add up, that was our lesson from WE Day. And it had an immediate appeal to our small school.”

—Emma Roberts, Headteacher, Symondsbury Church of England VA Primary School
WE Day

WE Day is a powerful, life-changing experience with world-renowned speakers and performers, mixed with real inspirational stories of change.

It is an opportunity for young change-makers to come together and celebrate their year of action. Students can't buy a ticket to WE Day, they earn their way by taking one local and one global action through the year-long WE Schools programme. Across the UK, Canada and the U.S., every young person makes their own journey to WE Day, but together they become empowered to change the world.

In 2016-2017, we hosted 15 WE Day events in 13 cities across the UK, Canada and the United States.

96% of teachers in the UK said WE Day allowed students to see themselves as a part of their larger community.
WE Villages

For over two decades, WE Villages has been engineering an international development model to end poverty.

By collaborating with dedicated community members and international development experts to find solutions that work, we have developed an effective five-pillar model that helps break the cycle of poverty in nine countries around the world.

In 2016–2017—for the third year in a row—Milimani Campus was the highest ranking school among 113 schools in Narok County.

Through the Food Pillar in India, 100 families now have a secure source of healthy food.
Pillars of Impact

The goal of WE Villages is to implement a holistic, sustainable development model so that communities can lift themselves out of poverty. This is achieved through five Pillars of Impact.

EDUCATION

When children are educated they are armed with the knowledge, courage and self-confidence to better themselves, their communities and, ultimately, the next generation. In addition to building schools, we provide teacher accommodations, educational resources and supplies, leadership training for teachers, and extracurricular school activities like health and environmental clubs. This holistic approach ensures students are set up for success.

In 2016-2017, we broke ground on a new Senior Secondary School in Sierra Leone—the first major WE Villages project in the region since the country went into a state of emergency due to the 2014 Ebola outbreak.

WATER

With access to clean water, children—especially girls—can attend school instead of travelling long distances to fetch water. We help provide communities with clean water to drink and use for cooking, healthy sanitation facilities for washing, infrastructure systems to facilitate food production and workshops to teach communities healthy hygiene practices and how to prevent waterborne diseases.

In 2016–2017, more than 2,600 community members in Ecuador gained access to clean water.

FOOD

Hunger keeps children from school, adults from working and families from thriving. In developing countries, hunger can lead to malnutrition and illness. We work with communities to implement agriculture and food security programmes that ensure families have access to healthy, self-sustaining food sources.

By the end of 2016–2017, Baraka Hospital and Kishon Health Centre had served more than 75,000 patients combined.

In 2016–2017, crop yields increased by 20% in Gufubao and Wujiazhuang, rural China—helping more than 3,600 people.

HEALTH

For people in developing countries, getting sick or being chronically ill can plunge a family deeper into poverty and prevent children from attending school. We work with community partners to improve access to health clinics, facilitate training of healthcare professionals and teach the community about disease prevention. Through simple, preventative measures such as vaccinations and education, families can keep themselves and their children healthy and in school.

In 2016-2017, more than 1,000 people in Haiti saw an improvement in their standard of living because of our income opportunity programming.

OPPORTUNITY

Without the opportunity to create their own financial means, many women in developing countries struggle with finding their voice within their family and community. We provide training and support to increase women's income-generating skills to help them accrue savings and become empowered to shape their own lives.

By the end of 2016-2017, more than 1,000 people in Haiti saw an improvement in their standard of living because of our income opportunity programming.
Olga’s Opportunity

Olga Shiguango is a mother, sister, wife and, most recently, an artisan.

She joined the women’s group in Bellavista, Baja, in March 2014, without any previous experience in crafting. Before joining, she didn’t think she had the skills to be successful. She had never created jewellery before, her family was struggling to afford basic meals and she could barely find the means to keep her children in primary school.

Through the Opportunity Pillar, WE Charity has since opened up a new world of possibility for Olga. The new income she gets from the women’s group has not only improved her access to food, health and education for her family, but has also given her a new-found confidence and independence.

Prior to WE Charity partnering with the community of Bellavista, Olga and her husband weren’t able to provide enough food for their family of four. Some days, the family would only have chicha—a local drink made out of corn. Now, she is able to purchase tuna, cheese, noodles and potatoes—food she never thought she would be able to afford.

When Olga’s husband, Saul, recently fell ill, she was able to turn to her women’s group for a loan so that her husband could see a doctor. She says without that loan and support from the women’s group, she doesn’t know if her husband would still be here today.

“He said goodbye to his two children. He said goodbye to his brothers and sisters … and I thought, I’m not going to let you die. At that moment, I went to the president of the [women’s] group, and I made another loan.”

Saul is now healthy and working as a construction foreman with WE Villages’ construction projects.

Her daughter, Dayana, is a year five student at the school WE rebuilt in Bellavista. With new classrooms and toilets, and access to clean water for drinking, Olga’s daughter is also experiencing the impacts of WE’s development model.

With financial literacy training as part of the women’s group, Olga has not only been able to earn money for herself, she is also learning how to spend and save her money responsibly. She says that the basic maths and finance training that she has received has helped her calculate the cost of food and save for her children’s education. With her understanding of finances, Olga has even stepped up to be the treasurer of the women’s group.

Her transformation has been an incredible journey, and the changes in Olga’s life have all been made possible because of WE Villages and your generous contributions.

“I don’t worry anymore. I have some peace of mind.”

—Olga Shiguango on the life-changing impact that a sustainable income has given her family.

TO READ OTHER STORIES OF IMPACT, VISIT WE.org/we-stories-categories/we-villages.
Our Team

The WE Charity team is a family of shameless idealists and social entrepreneurs committed to shaping a world where everything is possible.

Our team is made up of hundreds of young professionals who are united by the belief that you can never be too young to make a meaningful difference in the lives of others. Each member has a passion and commitment for making the world a better place. From our tireless staff and volunteers to our incredible donors, board of directors and celebrity ambassadors, our team lives by a shared set of values that keep us moving forward.

Awards

We are proud of our world-class development model and humbled by the award-winning accomplishments of our organisation and team.

**HUMANITARIAN AWARDS**
- 2013: Dedication Award, Muhammad Ali Humanitarian Awards
- 2007: World of Children Anniversary Award
- 2007: Skoll Award for Social Entrepreneurship
- 2005: Human Rights Award from the United Nations
- 2003: Nelson Mandela Human Rights Award

**CITIZENSHIP AWARDS**
- 2012: Queen Elizabeth II Diamond Jubilee Medal
- 2008: Member of the Order of Canada
- 1998: Governor General’s Meritorious Service Decoration

**LEADERSHIP AWARDS**
- 2015: Most Admired CEOs
- 2004: Canada’s Top 40 under 40
- 1998: Inducted as a Global Leader of Tomorrow at the World Economic Forum
- 1997: State of the World Forum Award
Annual Financials

Our fundraising model reflects our vision for sustainable development and empowering young leaders at home and around the world.

By honouring every donation, including student-led coin collections and corporate partnerships, we have an industry-leading standard of financial responsibility that ensures all contributions are spent effectively.

Your donation to WE Charity is an investment in a better world. We use an asset-based approach to development, so instead of community members being passive recipients of aid, they are empowered to lead the change.

SOURCES OF INCOME
We are efficient, effective and transparent.

57% FOUNDATIONS £1,901,574.63
25% CORPORATE PARTNERS £816,583.39
14% GOVERNMENT £450,450.00
2% ADULT £70,750.59
2% YOUNG PEOPLE £67,004.39

TOTAL INCOME £3,306,363

* Please note that income includes cash and in-kind donations and all figures are consolidated for Free The Children UK (trading as WE Charity).

EXPENDITURE OF INCOME
We are sustainable, transformative and impactful.

75% DOMESTIC PROJECTS £2,097,544.00
18% INTERNATIONAL PROJECTS £513,715.00
7% GENERAL ADMIN £195,566.00

TOTAL EXPENDITURES £2,806,825
Celebrity Ambassadors

We are deeply grateful to our celebrity ambassadors, who bring the WE movement to life through their thought-provoking words and skilled performances. Not only have they lent their time and talent, they have also proven by example that changing the world is just about the coolest thing that anybody could ever do.

OTHER CELEBRITY AMBASSADORS


DEMIO LOVATO  NELLY FURTADO  CLIVE OWEN  HOLY BRANSON  LILLY SINGH  HANNAH SIMONE

MAGIC JOHNSON  JOE JONAS  MALALA YOUSAFZAI  LAURA WHITMORE  TYRESE GIBSON  NATALIE PORTMAN  WINNIE HARLOW  KARDINAL OFFISHALL
UK Outstanding
Supporters and Partners

UK BOARD OF DIRECTORS

Lord Rumi Verjee, Chair
Founder, The Rumi Foundation
Area of Expertise: Business, Governance

Craig Burkinshaw
Founder, Audley Travel
Area of Expertise: Marketing, Business, Social Enterprise, Sales

Marianne Holgate
Area of Expertise: Finance, Governance

Hamish Jenkinson
Founder, The Department
Area of Expertise: Events Marketing and Communication

Pauline Latham
Member of Parliament for Mid-Derbyshire
Area of Expertise: Government Relations, International Development, Educational Programming

Graham Moysey
Former Head, AOL International
Area of Expertise: Marketing, Management, Media

Carlos Pinto
Global Head of Corporate Development, Royal Bank of Canada
Area of Expertise: Finance, Strategy

Neil Roskilly
CEO, Independent Schools Association
Area of Expertise: Educational Programming

Meigan Terry
SVP Global Communications, Scotiabank
Areas of Expertise: Communications, Sustainability, Employee Engagement, Regulatory Affairs

Grace Desouza
Youth Trustee

WE DAY UK CO-CHAIRS

Lord Rumi Verjee
Founder, The Rumi Foundation

Holly Branson
Trustee and Founder, Big Change Charitable Trust; Chair, Virgin Unite

UK PARTNERS AND SUPPORTERS

Ark
ASDAN
Ashden
Audley Travel
Barclays Bank PLC
The Beecham Family
Big Change Charitable Trust
Boots UK Limited
The Bourbonnais Family
The Branson Family
Edward Bulmer
Craig Burkinshaw and Joanne Le Bon
The Challenge
Character Scotland
COMO Hotels and Resorts
Contiki
dePaul
Diana Award
EastofEden
FASNA
First Give
Garfield Weston Foundation
The Girls’ Network
GibbonBerry PR
Lord Michael Hastings
Independent Schools Association
Indigoeight Communications LLP
Antony and Amanda Jenkins
Hamish Jenkinson
Amanda Jordan

KPMG LLP
The Kreeger Family
The Lower Green Foundation
ME to WE Social Enterprises
Micro-Tyco
Mission Measurement
Mohamed S. Farsi Foundation
NMTB Communications
Oasis
One Water
The Owen Family
Paragon Service Point
Pinsent Masons LLP
The Pinto Family
The Prosser Family
The Queen’s Trust
The Rumi Foundation
Step Up To Serve
Sugar Mill
Team London
Trafalgar UK
Unilever
United Learning
Virgin Atlantic Airways
Virgin Trains
Virgin Unite
The Wenman Family
Williams Lea Tag
Young Scot
Highlights From 2016-2017

It has been an incredible year of progress, milestones and new beginnings for WE Charity.

WE GLOBAL LEARNING CENTRE

The WE Global Learning Centre is our international hub for social action and youth engagement, and the site of our new global headquarters in Toronto, Canada. Opened in autumn 2017, the generous support of The Rumi Foundation has been instrumental in realising the Centre’s global vision, connecting young people from across the UK to unique digital learning experiences. This new facility harnesses world-class technology to revolutionise the way we teach and engage the leaders of tomorrow both here in the UK and globally. Young people are able to learn from the experiences of others and be inspired to make deeper impacts.

The building houses virtual classrooms, a theatre for presentations, on-site video and sound production facilities, an innovation hub, and professional development resources for teachers from around the world.

The WE Global Learning Centre will allow us to develop more meaningful connections across our global operations, helping us to make doing good, doable.

LAUNCH OF THE WE DAY APP IN THE UK

With the generous support of The Queen’s Trust, the WE Day app was launched in the UK on-stage at WE Day UK. The WE Day app is a practical classroom tool to motivate and support young people to become change-makers. They gain access to tips for taking action, tools for tracking their impacts, and powerful stories from around the world.

Young people can also use the app to earn tickets to WE Day and see what other young people are doing to help create change.

A LANDMARK YEAR FOR WE SCHOOLS

Our WE Schools programme has strengthened its reach and depth to impact over 3,400 schools from all four corners of the UK. For the first time, schools from Scotland, Wales and Northern Ireland took part in Youth Summits, bringing young people from different schools together to build a plan for world change. With more schools taking action through our WE Schools action campaigns than ever before, we have also seen our network of change-makers connect with social issues in increasingly meaningful ways. Through WE Schools, we are nurturing a generation of engaged, active citizens in greater numbers than ever before.