Guide to WE Schools
For educators, facilitators and group leaders
@WEmovement
#WEday
#WEschools
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WE Schools Program Manager:

Email: Skype username:
Phone: Your WE code:
Welcome to WE Schools

Get ready to get doing.

WE Schools is a unique, experiential service-learning program that challenges young people to identify the local and global issues that spark their passion and empowers them with the tools they need to take action.

Steps of WE Schools

1. Investigate and Learn
   Explore local and global issues then set your goal.

2. Action Plan
   Develop an action plan for your initiative.

3. Take Action
   Implement your plan and reflect on your impact.

4. Report and Celebrate
   Present the results of your project.

Record and Reflect

Take time to record and reflect on your progress and impact during each of the four steps of WE Schools. After completing each campaign, contact your WE Schools Program Manager to fill out an Impact Survey.
How to Run WE Schools

1. Sign up for WE Schools.
Now that you’ve signed up for WE Schools, your group has a designated WE code, your own WE Schools Program Manager, access to all of our educational resources, videos and Professional Learning sessions, as well as motivational speakers, awards and grants.

2. Plan your year of actions.
Our ready-made service-learning campaigns are designed to help groups learn more about their chosen issue, set goals and create action plans for impact. Explore them in Service-Learning in Action and sign up for campaigns by visiting WE.org/weschools/campaigns. Our three fundraising initiatives are designed to help you plan a schoolwide fundraiser and take action on global issues. Learn more in Fundraising in Action and choose one that your school will participate in.

3. Engage in Professional Learning sessions.
Our educator-led Professional Learning sessions explore how WE Schools resources align with curricular expectations, school district goals, as well as educators’ own interests and priorities. Learn more on page 9 of Educator Resources.

4. Take your actions further.
Our new digital WE Schools Badge Program recognizes students who go above and beyond social change in new and innovative ways. Learn more on page 8.

5. Access additional resources.
Our free additional program offerings, including Youth Leadership Conferences, motivational speakers, a library of videos and action-planning workshops, help enhance learning and create a successful WE Schools experience. Learn more on page 18.
Program Benefits

Through carefully structured educational resources and action campaigns, students engage with issues across the world, down the road or in their very own schools. At the same time, they gain important life skills—like leadership, critical thinking and action planning—which they’ll continue to use and develop throughout their lives.

2016–2017 Year in Review Report

- 84% of educators say they are better equipped to teach about social justice issues through service-based learning.
- 92% of students in WE Schools feel a greater sense of connection to their local community.
- 91% of students demonstrate increased leadership among their peers.
- 89% of students are more likely to stand up for others who are treated unfairly because of their race, religion, sexual orientation, etc.
Measuring Our Impact

We believe in measuring the impact of our programs to make sure we’re delivering world-class resources. Because of leaders like you, we are able to see incredible transformative outcomes in students across North America and the UK.

2016–2017 School Year

- **$24,210,167** Raised for charity
- **8,837,826** Volunteer hours logged
- **16,000** Schools across North America and the UK
- **2,555,483** Pounds of food collected for food banks
- **$241,822,944** Annual social value created globally
WE Schools Badge Program

WE Schools is proud to introduce a new digital badge program to recognize and honor groups who go above and beyond social change in new and innovative ways.

Tech for Good
The Tech for Good badge will enhance WE Schools service-learning campaigns by engaging students in technology-driven calls to action. With each campaign students take action on, they have the opportunity to earn the corresponding Tech for Good badge, which will signify that they have met three international tech standards from the International Society for Technology in Education (ISTE). This badge is made possible by Microsoft.

► Learn more on page 12 of Educator Resources.

Read for Good
The Read for Good badge will promote the importance of literacy and the significance of what is being read. We want groups to come together and find literature that promotes social justice and inspires do-good actions. To earn the Read for Good badge, students will need to read three pieces of literature (e.g., books, articles, journal entries, etc.) that meet three literacy standards and help promote social change.

► Learn more on page 11 of Educator Resources.
Skills Spotlight

We want WE Schools groups to get the very most that they can out of the program. This year, WE is focusing on these WE Schools skills to help enhance student performance.

**Action Planning with Financial Literacy**

Action planning is a skill that helps students focus their goals and decide what they need to accomplish these goals and the steps they need to take to get there. When students are able to recognize and understand the effects of their money, they are able to create innovative solutions to social issues that they are passionate about.

► Learn more on page 14 of *Educator Resources*.

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**Critical Thinking Through Social Entrepreneurship**

Critical thinking is the ability to think clearly and rationally about what to do or what to believe. Students can use critical thinking skills, such as insightful reading, evaluating information, analyzing data and comparing solutions, to create social impact alongside profit by building their own social enterprise.

► Learn more on page 16 of *Educator Resources*.

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**Research and Writing for Career Readiness**

Research and writing are important skills to perfect because they help students communicate their message in the best way possible. Through research and writing, students will enhance their career readiness by exploring diverse sources of information, conducting research based on evidence and being creative and persuasive in their writing.

► Learn more on page 18 of *Educator Resources*. 


A Year in WE Schools

Starting from the beginning of the school year, this overview will walk you through the WE Schools program and help you plan your year of action.

**Fall**
- School year begins. Your WE Schools Program Manager will reach out to welcome you to the program.
- Receive your WE Schools Kit in the mail.
- WE Day fall tour and registration starts.
- Complete your Yearlong Action Plan.*
- Participate in the WE Are Silent fundraising initiative on October 11.
- Choose a local or global campaign(s) to take action on.

**Winter**
- Gift with purpose this holiday with WE Are Rafikis.
- New Year, New Actions. Continue working on your local or global campaign(s).
- Spread love on Valentine’s Day with WE Are Rafikis.

**Spring**
- WE Day spring tour and registration starts.
- Join us to walk and fundraise for clean water with WE Walk For Water on May 10.
- Celebrate and honor someone special in your life with WE Are Rafikis.
- Reflect on your actions by completing your Year in Review.*
- WE Schools and WE Day registration for next year begins.
- Celebrate your year of actions with a WE DayX.

**Key Checkpoints for Your Year**
Your Yearlong Action Plan and Year in Review are both essential steps in the WE Schools program. They help us celebrate your group’s accomplishments and improve our programs and resources.
Recognition Program

WE Schools wants to say thank you for the participation of our schools and groups that go above and beyond in their support. Sponsors of WE Schools recognize that too, and to show their appreciation, they are supporting the Recognition Program so that we can celebrate your group’s achievements, while also ensuring that every donation dollar you fundraise continues to be invested in our international development projects.

- To be eligible for the Recognition Program, groups must complete the Yearlong Action Plan and Year in Review checkpoints. Schools will be recognized at the beginning of the 2019/2020 school year.

Service-Learning Campaign Participation

The Recognition Program aims to highlight and recognize the participation of our schools and groups who go beyond the commitment of one local and one global initiative. Without your hard work and commitment, we would not be where we are today.

- Must be completed in one school year.

WE Villages Fundraising

The program also includes special recognition for schools and groups who have shown continuous support in making WE Villages possible. Without you, we wouldn’t be able to provide communities with the tools and resources they need to lift themselves out of poverty. Your support is continuing the legacy of WE making doing good, doable.

- Can be completed in up to three school years.

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<tr>
<th>Tier 1</th>
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Exploring Issues Activity

This is the first step in discovering your passion. Using the Issue Cards, group members become experts on a local and global issue through group discussion, note-taking and teaching others. First complete this activity with the local Issue Cards, then repeat using the five global Issue Cards. This can be done in separate class periods.

Instructional Methods

- Jigsaw discussion
- Group work
- Reading and note-taking

Materials

- Notebooks or notepaper
- Writing utensils
- Front board
- Issue Cards

Estimated Time

- 45 minutes for local issues discussion
- 45 minutes for global issues discussion
Steps

1. Divide participants into six groups and give each group two of the 12 local Issue Cards included in the WE Schools Kit. Tell everyone that they will explore the issues described on their group’s card. Remind them that they each will need paper and a writing utensil.

2. In groups, have participants read their two Issue Cards aloud and discuss the questions listed on the back. Participants should take notes on what they discuss, with special emphasis on the following:
   - What is the issue?
   - Why is it important?
   - Who does it affect?
   - What causes the issue?

3. After 10 minutes of group discussion, tell all the participants that they will be forming new groups. Everyone will have the chance to explain the issue they just discussed to their new group.

4. Collect the cards from the groups and redistribute the larger group into smaller groups of six students so that each new group has one class expert who can represent each of the 12 local issues.

5. Write the following questions on the front board:
   - What is the issue?
   - Why is it important?
   - Who does it affect?
   - What causes the issue?

6. Participants will take turns presenting to their groups as experts on their two topics. Then, as a group, discuss the questions on the board. Everyone should take notes as their peers present.

7. Circulate as groups discuss to make sure each group member is engaged and discussions are in-depth. Everyone should have the opportunity to speak about their issue.

8. After 30 minutes of group discussion, bring everyone together. Ask participants if they have any questions about what they’ve learned. Then ask the group:
   - Which issue(s) interested you most?
   - How can you learn more about the issue?
   - How can you share what you’ve learned about this issue?
   - Who can you spread awareness to?

Differentiated Instruction

- Participants can pass cards between small groups rather than forming new groups and spend time on each discussion card in their original group.
- When participants form their second group to explain their issues to each other, discuss each issue as a class rather than in groups.
Service-Learning Campaigns

These local and global campaigns help you take action on the issues you care about in your own community and the issues affecting people around the world.

**WE Scare Hunger**
Come together to collect food to help scare away hunger. Hold a food drive to contribute to your local community and raise awareness of the root causes of hunger.

*Service-Learning in Action, page 6*
WE.org/wescarehunger

**WE Give Health**
Organize a healthy-living event and raise funds for WE Villages to help youth in developing communities gain access to health care. Made possible by Walgreens.

*Service-Learning in Action, page 16*
WE.org/wegivehealth

**WE Film For Change**
Raise awareness on an issue you’re passionate about through art! Film a documentary and share it with others to spread the word. Made possible by Participant Media.

*Service-Learning in Action, page 26*
WE.org/wefilmforchange

**WE Read Together**
Be an advocate for literacy by organizing a book drive or reading with a buddy. By increasing access to books, you have the power to inspire young leaders to become lifelong learners. Made possible by KPMG.

*Service-Learning in Action, page 36*
WE.org/wereadtogether

**WE Are One**
Technology is a powerful tool for social change. Use it to imagine and develop ways to make your school and community more inclusive for everyone. Made possible by Microsoft.

*Service-Learning in Action, page 46*
WE.org/WEareOne

**WE Go Green**
Commit to a sustainability pledge in your school or community and watch how everyday actions can turn into sustainable impact.

*Service-Learning in Action, page 56*
WE.org/wegogreen

**WE Volunteer Now**
Rally your peers to take action on an issue in your community. Inspire others to volunteer and create a ripple effect of volunteerism. Made possible by The Allstate Foundation.

*Service-Learning in Action, page 66*
WE.org/wevolunteernow

▶ If our service-learning campaigns and WE Villages fundraisers don’t align with your cause, contact your WE Schools Program Manager for additional resources.
WE Villages Fundraisers

These three unique fundraising initiatives are designed to help you host a fundraiser for WE Villages, our international development model. Filled with useful tips and tricks, information on WE Villages countries and action plans for impact, each of these fundraising initiatives will help inspire and guide you through your fundraising journey.

**WE are silent**

Now speak up. Your voice is a powerful tool for social change. Use it to speak up or go silent, for all of those whose voices go unheard and fundraise for WE Villages.

*Fundraising in Action, page 16*
*WE.org/wearesilent*

**WE are rafikis**

Fundraise by selling Rafiki bracelets, handmade by artisans in Kenya, that give back with each purchase through WE Villages.

*Fundraising in Action, page 22*
*WE.org/wearerafikis*

**WE walk for water**

Walk with schools from across North America and the UK to fundraise for access to clean water.

*Fundraising in Action, page 30*
*WE.org/wewalkforwater*
Types of Action

There are many ways to get involved and take action on the issues you care about! Depending on what type of issue you are passionate about, here are a few examples of actions that will best support you during your campaigns.

**Advocacy**
Rally your government 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 or national government official.

**Campaigns**
- *WE Are One*

**Awareness-Raising**
Focus 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**
Movie night. Hold a screening of a documentary that touches on a topic you are passionate about and have a discussion afterward to find out how much everyone learned.

**Campaigns**
- *WE Film For Change*

**Behavioral Change**
Turn bad habits or routines into positive ones. This could be anything from cutting down shower time to refusing to use plastic 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, planting a sustainable garden or walking to school.

**Campaigns**
- *WE Go Green*
Fundraising
Collect donations of money from individuals, businesses, charitable foundations or government agencies.

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

**Fundraising Initiatives**
- WE Are Silent
- WE Are Rafikis
- WE Walk For Water
- WE Bake For Change
- WE Create Change

Material Support
Collect donations of materials or items like canned goods, second-hand clothing or books for a charitable cause.

**Example**
Food drive. Get a team together to collect non-perishable items for your neighborhood food bank.

**Campaigns**
- WE Scare Hunger

Volunteering
Give your time to a cause you care about. This could mean staying within your neighborhood and helping out locally or crossing the ocean to help a community in another country.

**Example**
You could spend the day at a local soup kitchen or take two weeks to help out with an international development project. The possibilities are endless!

**Campaigns**
- WE Volunteer Now

Go Digital
The WE Schools Kit is also available on Microsoft OneNote! Use this interactive resource to collaborate and create action plans. With a workbook at your fingertips, you’ll be fully equipped to complete the steps of WE Schools with the tools and resources of OneNote. Visit [WE.org/WEschoolsKit](http://WE.org/WEschoolsKit) to download the free digital kit today.
Additional Program Offerings

Our free additional program offerings help enhance learning and create a successful WE Schools experience. As a part of WE Schools, you get all this free stuff!

**New: Virtual WE Schools Program Managers**

Our virtual Program Managers will support WE Schools groups through online office hours and engage an online community of educators through webinars and other forms of online communication.

**Action-Planning Workshops**

These workshops help youth develop ideas for social change and action planning. This is an opportunity for students to get extra help investigating the issues important to them and plan actions for the year. Find out more by connecting with your WE Schools Program Manager.

**Awards and Scholarships**

Throughout the year, WE Schools offers a variety of awards, scholarships and grants for your class and individual students who have made an exceptional difference in their communities. Talk to your WE Schools Program Manager for opportunities in your area.

**Motivational Speakers**

Celebrate the achievements of your group by having a motivational speaker come to your school. Our motivational speakers deliver tailored presentations that share their personal stories as well as the story of WE. They are all trained professionals who are passionate about and experienced with WE programming. They can speak to all ages and can customize their speeches to your specific needs.
Youth Leadership Conferences

This is a day when young people are brought together to learn about social justice issues and leadership building. These summits are held across North America to help youth understand the issues facing their communities and the world, and, most importantly, build a plan to take action on them. Find out more at WE.org/leadershipconference.

Videos

Watch and be inspired! We offer a library of videos that you can use to help deepen your understanding of local and global issues and feel empowered and motivated to take action. Find them at WE.org/videos.

Topics covered:
- Career readiness
- Resume building
- Cover letter writing
- Networking
- Managing rejection
- Communication
- Preparing for an interview
- Public speaking
- Fundraising
- Service-learning campaign videos

Go Digital

The WE Schools Kit is also available on Microsoft OneNote! Use this interactive resource to collaborate with your groups. With a workbook at your fingertips, you’ll be fully equipped to complete the steps of WE Schools with the tools and resources of OneNote.

Visit WE.org/WEschoolsKit to download the free digital kit.
WE Day

This is next-level doing good. It’s a powerful, life-changing experience with world-renowned speakers and performers, mixed with real inspirational stories of change. This unparalleled celebration of doing good fills stadiums around the globe. It’s live-streamed. It’s broadcast. It will reaffirm your belief that a better world is possible.

Taking time to celebrate is important!

When we come together to celebrate our actions, we are inspired to learn more about social issues and we begin to feel part of a larger community—a community who cares and acts. So get together, share your passion for change and continue to be inspired by others who are stepping up and making a difference in their local and global communities.

Earn Your Way
You can’t buy a ticket to WE Day. You earn your entry by taking action on one local and one global cause.

WE Day Webcast
Can’t make it to WE Day? Watch the live webcasts of each WE Day event online at WE.org/watchweday. For a list of event days, check out WE.org/wedayevents.
Experience WE Day year-round.

WE Day Connect
Turn your classroom into a global celebration of possibility with WE Day Connect. This is an interactive, online event, hosted by WE Day talent, for students and educators across North America to come together and celebrate selfless acts of volunteerism. Students will learn how their peers are working to make a difference in their local communities and around the world in this 90-minute action-packed program. During our first WE Day Connect event, 30,000 people tuned in, making this our largest youth attendance for a WE Day to date! Learn more at WE.org/wedayconnect.

WE Day Special
We’ve teamed up with some amazing partners to bring the power of WE to you—wherever you live. The WE Day broadcast will bring families together for an evening of inspiration and empowerment through incredible speeches and performances by people who are making a difference in their communities. Watch the WE Day special online at WE.org/broadcast.

WE DayX
Bring the power of WE Day to your school. Kick off your year of action or celebrate the end of one with your own WE Day-style assembly, and unite your school for a better world. With WE DayX, any group can host their own event in the true spirit of celebrating and inspiring local change-makers. Learn more at WE.org/wedayx.
Thank you to our partners.

Thank you for making our program possible in the U.S.

NATIONAL SPONSOR

PRESENTING SPONSORS
Thank you to our partners.

Thank you for making our program possible in California.

CO-TITLE SPONSOR

GOOD STARTS YOUNG

Allstate Foundation

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Microsoft

Unilever

Walgreens

KPMG

City National Bank

SOUTHERN CALIFORNIA FOUNDING PARTNER

Argyros Family Foundation
Thank you to our partners.

Thank you for making our program possible in Illinois.

CO-TITLE SPONSOR

GOOD STARTS YOUNG

Allstate Foundation

PRESENTING SPONSORS

Microsoft

Unilever

Walgreens

KPMG

ROBERT R. MCCORMICK FOUNDATION
Thank you to our partners.

Thank you for making our program possible in Washington.

CO-TITLE SPONSORS

Microsoft

GOOD STARTS YOUNG

Allstate Foundation

PRESENTING SPONSORS

Unilever

Walgreens

KPMG
Thank you to our partners.

Thank you for making our program possible in Minnesota.

CO-TITLE SPONSORS

PRESENTING SPONSORS

SUPPORTING SPONSORS
Thank you to our partners.

Thank you for making our program possible in the Tri-State area.

CO-TITLE SPONSORS

PRESENTING SPONSORS
Thank you to our partners.

Thank you for making our program possible in Texas.
Thank you to Allstate Foundation Good Starts Young for their generous support.

“Thank you for joining us in cultivating and growing this youth volunteer movement—and showing the world that Good Starts Young! In every community in our country, you will find young people who desire to change the world around them for the better. With our encouragement to stand up and take action, there’s no doubt they’ll continue to achieve great things. That’s what inspires The Allstate Foundation to invest in resources like WE Schools and support your efforts to inspire students to become confident leaders and active citizens destined to have bright futures.”

Victoria Dinges
SENIOR VICE PRESIDENT
CORPORATE RESPONSIBILITY
ALLSTATE INSURANCE COMPANY
Thank you to Microsoft for their generous support of our program.

“Microsoft is proud to support WE Day and WE Schools, and to help inspire students to create a more inclusive world. At the heart of our commitment is our passion for empowering youth to achieve more through technology and computing skills. WE Schools will help your students learn, grow and make a positive impact in the community. We applaud your efforts for bringing this experience to life for them.”

Mary Snapp
CORPORATE VICE PRESIDENT
MICROSOFT PHILANTHROPIES
Thank you to the Otto Bremer Trust for their generous support of our program.

“On behalf of everyone at the Otto Bremer Trust, we are honored to continue our investment in the WE Schools program. Motivated and inspired educators are connecting youth with ideas and resources, that when put into play, can profoundly affect the world they live in for the better. We are thrilled to see the measurable increase in engagement and impact these young people are having in their communities. And we are also seeing uplift in academic success, workplace readiness, and citizenship. These efforts align with the mission and core values of the Otto Bremer Trust.”

Brian Lipschultz
CO-CEO AND TRUSTEE
OTTO BREMER TRUST
Thank you to Unilever for their generous support of our program.

“If anyone knows the impact of how small actions taken together can make a big difference, it’s educators. Each and every day, lesson by lesson, experience by experience, teachers are shaping not only a child’s future, but that of the world’s. This is why Unilever is excited to partner with WE Day to bring the WE Schools program into your classroom. We are truly inspired by the thousands of young people who want to change the world—they hold the key to unlocking solutions to the challenges our planet faces.”

Jonathan Atwood
VICE PRESIDENT
SUSTAINABLE BUSINESS AND COMMUNICATIONS
UNILEVER, NORTH AMERICA
Thank you to Walgreens for their generous support of our program.

“Walgreens is a long-time supporter of the WE movement. We believe that choice by choice, action by action, we have the power to change the world. We are thrilled to be partnering with WE Schools this year to help bring this service-learning program to youth across the country. Walgreens is passionate about building a strong community through service and the engagement of each team member, and we believe this is possible through the WE Schools program. As you help shape the leaders of tomorrow, we are proud to help bring the WE Schools program to your school to provide you with the tools and resources your students need to champion everyone’s right to be happy and healthy.”

Kevin P. Walgreen
VICE PRESIDENT CORPORATE SOCIAL RESPONSIBILITY WALGREEN CO.