Speak Up with Silence

Educator Handbook

WE are silent

WE ARE WORLD Changers

#WEmovement
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This handbook will help you support your students through each step of the WE Are Silent fundraising initiative.

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## Get doing

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Welcome,

Thank you for participating in our WE Are Silent fundraising initiative! We’re so excited to have you and your class join us in our vow of silence as we stand in solidarity with the millions of children around the world who are unable to have their voices heard.

Your simple but powerful action will help amplify children’s voices that go unheard all over the world, and the money you raise will support the Education Pillar in our WE Villages partner communities. By improving access to education, you are helping children around the world gain the knowledge and skills they need to empower themselves and their communities to speak up about their rights.

WE Are Silent is a student-led movement where youth can join together to create change. When youth lead youth, there’s nothing they can’t do, and this fundraiser is a great way for young people to get involved in social justice issues, both locally and globally. To help kick off this exciting initiative, the handbook is a step-by-step guide to launch WE Are Silent in your classroom. In addition to this digital resource, your students will receive a WE Are Silent Fundraising Toolkit. This toolkit will support students as they develop valuable skills such as accounting, budgeting and tracking. They will also gain confidence, improve their public speaking abilities and acquire leadership skills.

This fundraiser is the first WE Schools event of the school year and it’s a wonderful way to kick off the academic year with intention and compassion, focusing on children’s rights and access to education for all. As you may know, education was the platform that enabled us to pursue our passions at an early age and nurture our urgency to create a better future for children. Similarly, students fundraising for WE Are Silent will be able to contribute to a better future through advocacy and fundraising. Remember, together we can help to educate and empower young people to create transformative social change where no child goes unheard and everyone has the right to education.

As always, thank you for your commitment, passion and contribution to support our youth in making a difference—you are a vital part of this youth-led movement and we couldn’t do this without you.

Craig and Marc Kielburger
Co-Founders, WE
Why go silent?

Our voices are a powerful tool for change—and so is our silence. By taking a vow of silence for WE Are Silent, young people across Canada, the U.S. and UK are helping amplify the voices of children who go unheard around the world. Your pledge will spark conversations on children’s rights, raise money for children’s education globally and create a lasting impact in our WE Villages partner communities.

Youth-focused, youth-led

With WE Are Silent, students are the leaders of this movement—and when youth lead youth they’re an unstoppable force. By participating and fundraising, students will gain entrepreneurial skills and knowledge on issues that impact children’s access and rights to education. Students will become advocates of social change and empower each other to become leaders in their local and global communities.
How WE Are Silent began

The story of Joe Opatowski

Joe was first introduced to WE (formerly known as Free The Children) at the age of 16, when he attended a Free The Children conference. When he saw so many young people making a difference he immediately knew that it was the place for him.

If there was one thing that Joe loved doing, it was talking. He had a natural ability to connect with others. He had a difficult homelife growing up, but Joe never stopped trying to create peace in his family and make things better for the people around him.

Joe grew up in Scarborough, Ontario, where street and school violence were all too common. He left home at the age of 17 and struggled to pay rent and buy groceries. Despite these difficulties, he always made time to hang out with friends and extended his peaceful philosophy to everything he did.

How WE Are Silent was born

When he joined WE as a staff member in 2001, Joe continued to share his hope for a better future through speaking tours across North America. He always believed in the power of one person to change the world, regardless of his or her life circumstances. At one point, Joe put aside his love of talking to take a one-week vow of silence, raising money for youth to access education and leadership training.

For him, being silent was a chance to learn what it feels like to not be listened to, and to listen and learn from others instead of being too busy voicing his own opinions. He also hoped to inspire those around him to help with his fundraising efforts and teach them that anything worthwhile is worth sacrificing for.

For Joe, the purpose of the vow of silence was to challenge himself to redefine his limits, while catching the imagination and the attention of those around him and inspiring others to focus on important issues.

Joe's legacy

In 2004, Joe passed away in a car accident while returning from a week of giving speeches in New York.

Joe believed in the power of youth and dedicated his life to empowering the younger generation to change the world. Today, we take action for the same cause through the WE Are Silent fundraising initiative—a testament to what young people can accomplish. Joe was committed to changing the world, and inspired thousands of youth with his speeches. We're continuing his legacy with this initiative and proving that one person, no matter their age or circumstances, can make a world of difference.
Why education?

Education is the first step to breaking the cycle of poverty. With it, children gain the skills and tools to uplift themselves and their communities—that’s why education is the foundation on which our WE Villages development model was founded.

But poverty isn’t the result of a single cause, and if you only tackle one issue the cycle will persist.

Kids can only attend school if they have access to clean water, are well-fed, healthy and if their parents have the financial means to invest in their education and health. Almost 60 million primary school-aged children aren’t in school and some of them—girls especially—have to spend their days collecting water; others have to go to work; some are too sick with no access to health care; some can’t afford to pay for school fees or uniforms. And many who do attend school are too hungry to focus on their studies. But a child whose mother can read is 50 percent more likely to survive past the age of five, and if all women had a primary education there would be 1.7 million fewer malnourished children.

WE Charity developed the WE Villages development model to address all five of these causes of poverty with holistic and sustainable solutions that work in tandem.

WE Villages

WE Villages is a holistic, sustainable development model that empowers communities to pull themselves out of poverty through five Pillars of Impact—Education, Water, Health, Food and Opportunity.

Each pillar is connected to one another and depends on the relationship of the whole in order to produce transformative change. A community requires all pillars to be active in order to achieve sustainable change.

To learn more about our holistic WE Villages development model, visit WE.org/we-villages.
The Education Pillar of Impact

When children are educated, they are armed with the courage and self-confidence to better support themselves and their families, their communities, and the next generation. They learn how to prevent illness and improve overall health, build and maintain infrastructure, manage personal and professional relationships, understand and advocate for basic rights, and secure a livelihood. That’s why education is the cornerstone of a sustainable community and the foundation on which all our programs rest.

More than just schools

We don’t just build the bricks and mortar of schools and move on. WE is deeply invested in working collaboratively with the community to achieve excellence in programming and additional supports that enable youth to come to school. Under the WE Villages Education Pillar, we also help provide communities with:

- Furniture, educational resources and supplies
- Leadership programming and training for teachers
- Facilitating extracurricular school activities like health and environmental clubs
- Creating programming and initiatives that complement government-determined curriculum
- Finding long-term solutions to the problem of getting children into the classroom and keeping them there until they graduate
Support the Education Pillar

The funds you raise will be put toward a project or program within the Education Pillar, ensuring a sustainable and holistic impact that takes into consideration the specific needs of the communities we work in.

$50
Primary education for one child
Give a child access to primary education and set them on the path to success.

$1,000
Outfit a classroom
Provide furniture and school supplies for an entire classroom, empowering students with a conducive learning environment.

$10,000
Build a classroom
Build a classroom to equip a generation with the skills, knowledge and confidence to create a brighter future for themselves and their community.

How many lives will you impact with education?

Empowered Children
When children are educated, they’re armed with the skills and tools they need to break the cycle of poverty and uplift themselves, their families and their communities. Children become empowered with a voice to advocate for their rights and for the rights of those around them. When you support the Education Pillar, you are transforming a child’s life and the future.
Seeing the impact in Ethiopia

In Ethiopia, WE Charity partnered with the Adisenay community in 2015 and completed building a new school in 2017. Located in the central zone of Tigray in the Ahferom District, the establishment provides education to not only the children in Adisenay but also to children in nearby communities. When WE first partnered with them, the community’s school had a total of four classrooms: three were open-air classrooms and the other was built with mud and stones—none were suitable learning environments. At the time, only 192 students were enrolled and the yearly drop-out rate was 4.6 percent, with girls being the most likely to leave.

WE decided to partner with the government and community to build a new school with four new classrooms, a library, an early childhood education center, a playground and gender-segregated latrines. The community leaders and members were keen on partnering to improve the conditions of their school and increase access to education, which would provide a better future for everyone. The team on the ground mobilized the community to ensure they were able to contribute at least 20 percent of the total cost of building the school and worked with them to fundraise. When communities invest their time and resources in the school, they’re empowered to take ownership of the school, which improves the sustainability of the project.

Since the completion of the school:

- 53% increase in school attendance—jumping from 192 to 362 after the new school was built
- Drop-out rate plummeted from 4.6% to 0% in 2015
- Average GPA has increased to 75% from 69%
- Training for the 19 community leaders and teachers on enrollment strategies, community engagement, school management and teaching methods by WE

Fast facts about Ethiopia

- Amharic is Ethiopia’s official language, although it only represents one of Ethiopia’s six major ethnic groups.
- The literacy rate in Ethiopia for males is 57% and 41% for females.
- Roughly 22% of children aged five to 14 are engaged in child labor.
Get doing.
Your 8-step guide to WE Are Silent

Now get started on your own WE Are Silent fundraiser!
Getting started with your handbook

Use this step-by-step guide to learn, plan and execute your WE Are Silent fundraiser. This handbook was designed to compliment your students’ WE Are Silent Fundraising Toolkit, and elements of the student toolkit will be referenced in this guide where applicable. Here is an overview of the contents in the student toolkit so you can support your students learning, planning and fundraising.

### BEFORE YOUR EVENT

**WHERE:**

**WHEN:**

**OUR GOAL:**

We’re pledging to go silent to raise money for children who go unheard and whose rights are not upheld. Proceeds will go toward educational programming through WE Villages to help give a voice to children around the world. Join the movement!

**AN INITIATIVE OF**

Donate online at: crowdrise.com/wearesilent.

After completing your WE Are Silent event, please fill out this form and include it with your donation.

Contact your WE Schools Program Manager for any questions or for more information.

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### Donation Form

| School check* | $ |
| Donor check* | $ |
| Pledge sheet | $ |
| CrowdRise | $ |

**School name:**

**Main contact’s name:**

**Phone number:**

**Email address:**

**Address:**

**Total Donations**

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**Tax Receipts:**

WE Charity can issue charitable tax receipts for all donations $10 or more. Please note that full names and full addresses are required to issue tax receipts to donors.

*Please write check payable to WE Charity.

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### Feedback

Which resources did you use?

- Poster
- Buttons
- Stickers

Which resources were most useful to you?

How did you raise your funds?

Do you have any comments or suggestions?

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### Impact

Please indicate which country you would like your donation to be directed to:

- Kenya
- Tanzania
- Sierra Leone
- India
- Rural China
- Ecuador
- Nicaragua
- Haiti
- Greatest need
- Still deciding

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### Releasing Funds

- I am ready to release these funds to immediately support projects overseas.
- I would like WE Charity to hold these funds until I have reached my goal.**

**Funds will be held until you have indicated to WE Charity where you would like them to be allocated.

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Mail this form with your donation to:

**Canada**

WE Charity

339 Queen St East

Toronto, ON M5A 1S9

**USA**

WE Charity USA

318 W Adams St, Suite 1200C

Chicago, IL 60606

**School Name/Group Name:**

**Participant Name:**

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### WE Charity empowers change with resources that create sustainable impact.

They do this through domestic programs like WE Schools and internationally through WE Villages.

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### Pledge form

**Full Name**

**Street Address**

**City**

**Province/State**

**Postal/ZIP Code**

**Pledge Amount**

**Tax Receipt Paid**

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**REMINDER:**

WE Charity strongly discourages youth from going door to door to collect pledges unless accompanied by a parent or guardian.

We.org/wearesilent • info@WE.org
Investigate: Help your students dive deeper into children’s rights.

1. Know the facts

According to the United Nations, almost 60 million primary school-aged children aren’t in school. Some of them—girls especially—have to stay at home to help take care of siblings and collect water, go to work, live too far from school or can’t afford to pay for school fees or uniforms. These children are not getting the basic education they need to become empowered adults who can support their families and their communities to lift themselves out of poverty.

• There are four million more girls than boys who can’t get an education.¹
• A child whose mother can read is 50% more likely to survive past the age of five.²
• 25 million children will never go to school.³
• Investing in education can help a country lift its people out of poverty. Over 40 years, equitable access to quality education can help a country raise its gross domestic product per capita by 23%.⁴
• If all women had a primary education, there would be 1.7 million fewer malnourished children.¹

*Please see Appendix A on page 28 for sources.

2. Discuss as a class

Examples of questions to ask your class to explore the issue further:

• Why is it important to go to school?
• Why is education important to you?
• Why is education important to the world?
• What can be done to ensure every child receives an education?
• What would you do if you weren’t allowed to go to school? How would your life be different?
• What do you think needs to be done to make education accessible to everyone?

3. Engage students

Delve into the problems within your community and globally by engaging your students in activities to experience the issue.

• Bring in a guest speaker to teach your class about the topic.
• Explore and reflect on real-life stories of children and other people who are affected.
• Conduct a class activity, such as role-playing, to help students gain perspective on the issues children face when they’re denied their rights.
• Visit WE Stories to access real-life stories of people in our WE Villages communities.
Student lesson packages

Explore children’s rights through the lens of the Convention on the Rights of the Child and help your students connect to the issue through our children’s rights lesson packages.

Protecting children’s rights

On November 20, 1959, the UN General Assembly adopted the Declaration of the Rights of the Child, which defines children’s rights to protection, education, health care, shelter and good nutrition. That was followed by the Convention on the Rights of the Child in 1989—the first legally binding international convention that supported a legal agenda to protect children. The Convention was the first push to protect the full range of children’s rights internationally and it lays the foundation for what children need to develop their full potential.

Convention on the Rights of the Child

Here is a brief overview of what the Convention on the Rights of the Child covers:

- Education supports children’s survival, growth, development and well-being.
- Education in hygiene and health can reduce the number of preventable deaths.
- Children are more vulnerable to illness.
- Children are still developing and have specific needs to grow into healthy adults.
- A child’s environment directly and indirectly affects his or her well-being.
- Children are more susceptible to the dangers and risks of their surroundings, such as exposure to dangerous chemicals.
- Participation in a healthy and positive family, social and cultural life is important.
- Children are human beings and they should not be ignored or isolated.
- By being involved in family matters and social circles, they can grow into productive members of society.
- If children don’t know their rights, they have a greater chance of losing them.
- Adults should also help children learn their rights.
- Freedom of expression
- Children have the right to participate in the decision-making process that may be relevant to their lives.
- Children have the right to have opinions and express them.

To learn more about the Convention on the Rights of the Child, visit un.org.

UN Sustainable Development Goals (SDG)

In September 2015, countries from around the world came together and adopted a set of goals to reach by 2030 to end poverty, protect the planet and ensure prosperity for all. Of those 17 goals, the fourth one centers on the right to education.

SDG 4: Ensure inclusive and quality education for all and promote lifelong learning

This goal aims to ensure everyone’s right to access quality education because it is the foundation to improving people’s lives and the cornerstone of sustainable development. This aligns with WE’s Education Pillar, which means that when you take action with WE, you become part of a global community that is working toward a brighter future for human rights.

To learn more about the SDG 4, visit en.unesco.org.
Explore our classroom resource

Our classroom resource Advocating for Children's Rights is designed to raise awareness of children's rights and can be used to support your WE Are Silent fundraising initiative through experiential service-learning. This resource includes lesson plans with activities and content created exclusively to help students understand the importance of the right to education. It also empowers students to become advocates for the rights of youth around the world, and take action to make a difference.

The lessons take students through the steps of WE Schools, where they will investigate and learn about children’s rights, then plan and take action. Students will gain a deeper understanding of the topic and the social justice issues that arise when those rights are denied. Reflection is also a key component of the learning process, where students consider what they have learned and how they see themselves as part of the solution. The purpose of the classroom resources is to learn about children’s rights, build empathy for children around the globe whose rights are silenced and be empowered to make a difference. The WE Are Silent event is for youth to stand together in solidarity for children’s rights. It is a youth-led movement to provide a space for struggles that go unheard, and celebrate fundraising impacts made and goals achieved with their peers, parents and the community.
Advocating for Children’s Rights
A classroom resource for raising awareness of children’s rights issues.

<table>
<thead>
<tr>
<th>Grade Level</th>
<th>Subject Connection</th>
<th>Learning Goals</th>
<th>Skills Developed</th>
</tr>
</thead>
</table>
| 1 to 6      | • Social Studies
               • Language                      | • Understand the difference between wants and needs.
                                        • Explore how children’s rights are connected to their basic needs.
                                        • Use the United Nations Convention on the Rights of the Child to identify the rights that children around the world are entitled to. | • Action planning
                                        • Research and writing
                                        • Argument formation
                                        • Organization
                                        • Reflection
                                        • Information literacy
                                        • Critical thinking
                                        • Leadership skills |
| 7 to 8      | • Geography
               • Language                      | • Understand what human rights are and why they are important.
                                        • Use their knowledge of rights and declarations to explore the United Nations Convention on the Rights of the Child.
                                        • Learn what it means to be an advocate. | |
| 9 to 12     | • Canadian and World Studies |                                                                                       | |

Learning Goals
• Helps students to distinguish between needs and wants, and discover how basic needs are the foundation of the rights that all children are entitled to.
• Encourage students to develop an awareness of cultures and communities that are different from their own, and of the stories and experiences of youth whose rights have been denied.
• Invite students to learn what it means to be an advocate and how their actions can impact the lives of others.

All our teacher-created classroom resources include:
• Essential questions to guide the learning and specific lesson-learning goals
• Educator notes with suggestions for differentiation, enrichment and extension activities
• Assessment and evaluation suggestions with reproducible student activity templates
• An extensive resource list for additional inquiry projects

▶ Visit WE.org/wearesilent to access the lesson packages.
Step 2: Plan your event

Think of this event as a global movement for children’s rights. Students should reflect on what they’ve learned in the curriculum and in their fundraising toolkits to come up with an action plan to organize an event that will highlight children’s voices that go unheard and honor your students’ fundraising efforts.

1. Investigate

Ask your class questions about what they’ve learned and use their knowledge to create an action plan leading up to the event. Here are some questions they should address:

- Why are you going silent?
- Who are you going silent for?
- How will you raise awareness?
- How will you explain to people why you are going silent? (i.e., pass out pre-made cards, practice your pitch to ask for donations, know your WHY.)

2. Decide how you will go silent

Any action you take with your students will contribute to the momentum of the WE Are Silent movement. Your action can be as powerful as 20 minutes of silence or a march with your school and community. Some common actions include:

- March of Silence. Gather the school to march and protest in your community in silence with posters.
- Relay in Silence. Schedule different classes to go silent at different points throughout the day.
- Rally in Silence. Gather the school in one area, like the auditorium, and block off a portion of the time for silence.
- Vow of Silence. Pledge to go silent for 20 minutes, an hour or a whole school day.

Refer to page 20 for additional ways to fundraise.

3. Set a goal

Consider aiming for one of these fundraising milestones:

<table>
<thead>
<tr>
<th>$50 Education for a Child</th>
<th>$1,000 Outfit a Classroom</th>
<th>$10,000 Build a Classroom</th>
</tr>
</thead>
<tbody>
<tr>
<td>Give a child access to primary education and set them on the path to success.</td>
<td>Provide furniture and school supplies for an entire classroom, empowering students with a conducive learning environment.</td>
<td>Build a classroom to equip a generation with the skills, knowledge and confidence to create a brighter future for themselves and their community.</td>
</tr>
</tbody>
</table>
4. Set important dates
Here are some key dates to consider for your fundraising event.

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>October 11</td>
<td>On any given day, more than 130 million girls around the world are not in school. On October 11, International Day of the Girl Child, start your campaign to give a voice to those girls and children everywhere.</td>
</tr>
<tr>
<td>October 16</td>
<td>Help reach your WE Are Silent fundraising goal with a bake sale on World Food Day, October 16. Let every customer know how their contribution is making a difference.</td>
</tr>
<tr>
<td>October 17</td>
<td>The cycle of poverty silences people around the world. Let their voices be heard on International Day for the Eradication of Poverty, October 17. Share facts and stories to educate others about your cause and inspire them to donate.</td>
</tr>
<tr>
<td>November 20</td>
<td>This day marks the United Nations Universal Children’s Day, which signifies and offers a platform to advocate for, promote and celebrate children’s rights—that’s why WE is choosing this day to go silent. On November 20, speak up with silence and give a voice to those whose rights are not upheld.</td>
</tr>
</tbody>
</table>

► If these dates don’t work, feel free to choose dates that do work for your school.
► Please refer to page 4 of the Student Guide for the fundraising schedule template.

5. Assign roles
To help plan the event, have students choose a role based on their individual strengths and passions, such as:

- Fundraising team
- Social media team
- Event team
- Sign/poster makers
- Education advocates
- Research committee
- Speaker/advocate
- Treasurer

► For additional roles and information check out our Club Card Activity at WE.org/weschoolskit.
► Please refer to page 9 of the Student Guide for the task sheet template.
6. Make a list

Have students make a list of items they will need for the event. For example:

- Signs
- Comfortable shoes and water (for a march)
- Photographer
- Permission forms
- Campaign pins or T-shirts
- Pledge form
- Tables and chairs (for a sign-in booth)
- Information page

7. Create a schedule

Block off some time for your WE Are Silent event to ensure students have time to prepare, complete the event and reflect on it afterward. For example, this is a suggested schedule for a march of silence and 20 minutes of silence:

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 a.m.</td>
<td>Gather in school gymnasium or regroup as a class after morning announcements.</td>
</tr>
<tr>
<td>9:15 a.m.</td>
<td>Go over your checklist and gather the materials needed.</td>
</tr>
<tr>
<td>9:30 a.m.</td>
<td>Commence speeches with a guest speaker to inform everyone about why you’re going silent and why it matters to your school. Celebrate your impacts made through fundraising.</td>
</tr>
<tr>
<td>10:00 a.m.</td>
<td>Start your silent march.</td>
</tr>
<tr>
<td>11:00 a.m.</td>
<td>Regroup in the gym or classroom and spend 20 minutes in silence.</td>
</tr>
<tr>
<td>11:20 a.m.</td>
<td>Debrief the march and how it impacted students. Discuss and reflect as a class on what they learned and experienced during this campaign and event.</td>
</tr>
</tbody>
</table>

Please refer to page 12 of the Student Guide for the event schedule template.
Step 3: **Set up CrowdRise**

This year, we’re going digital for donations! CrowdRise is one of the world’s largest online platforms dedicated to charitable giving. By creating your own CrowdRise page, your class will have an easy, accessible way to raise money for WE Are Silent. Go to [crowdrise.com/wearesilent](http://crowdrise.com/wearesilent) to create your own fundraising page.

**Create fundraising team page**

To start setting up your school or group’s fundraising page, select “Join campaign.” You'll then be able to join an existing team, or start your own team by assigning a name, setting a fundraising goal and filling out the contact information.

**Individual fundraising page**

Once your school or group page is all set up, students will be able to create their own individual fundraising page under your team name. Donations will be tracked by individual participants, as well as a school or group as a whole. All individual donations will ladder up to the group’s goal on the team page.

**Donating made easy**

Share your fundraising page with friends, family and community members. Donors will be able to see who is participating in the event, what your goal is and why raising money for education is important! It will track your donation goals and make it easy for people to donate to your cause!

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**Not able to use CrowdRise?**

Pledge forms are available for download at [WE.org/wearesilent](http://WE.org/wearesilent), and one will also be included in the WE Are Silent Fundraising Toolkit that you can photocopy for each of your students.

► Please refer to page 11 of the Student Guide for the donation fundraising letter templates.
Step 4: Fundraise

There are lots of ways you can fundraise! Here are some ideas to help contribute to your goal!

**Movie night**
Host a movie night and raise money for your cause. Screen a documentary to inform your viewers on issues around access to education and collect money at the door.

**Trivia night**
Host a trivia night and charge participants an entry fee. Make it informative and include facts about access to education.

**Silent auction**
Host a silent auction and raise funds and awareness for your cause. Ask local businesses to donate prizes.

**March of silence**
Host a silent march and collect pledges for every hour you go silent on your walk. Hold up posters with awareness-raising facts so people know why you are going silent.

**Silent disco**
Host a silent dance party. Give each participant a headset to listen to their own music or a specific playlist and collect a fee at the door.

Other ways to fundraise:
- Bake sale
- Coin drive
- Dance-a-thon
- Dodgeball tournament
- Talent show

► Please refer to page 8 of the Student Guide for the fundraising budget template.
Step 5: **Spread the word**

Get everyone involved by letting them know about your WE Are Silent fundraiser. Encourage students to use these resources, stories and facts, during morning announcements or on social media posts.

### Resources to raise awareness

#### Get social!

Use our WE Are Silent Social Media Package found at [WE.org/wearesilent](http://WE.org/wearesilent) for ready-made posts to share on any platform.

- Remember to use #WEareSilent and tag @WEmovement in all of your WE Are Silent social media posts when bringing attention to the fundraiser.
- Share real-life stories like the ones below to inspire others to join your cause.
- Encourage students to use the stories and facts throughout their Fundraising Toolkit to put on posters, social media posts or read during school announcements.
- Head to [WE.org/wearesilent](http://WE.org/wearesilent) to find all our downloadable resources!

#### Inspiring stories to share

**Faith’s story**

Faith had all the odds stacked against her—her father wouldn’t let her study, she was rejected from school and she was needed at home. But these obstacles didn’t deter her. Instead, she faced her challenges head-on and made her dreams of going to school become a reality.


**Mary’s story**

Mary fell in love with science after doing her first experiment in class. Now, she dreams of becoming the first female doctor from her community to show girls like her that it can be done.

Education facts to share
Spread the word about your event by sharing facts on the blackboard, during morning announcements and in class huddles to motivate and inspire others.

• On any given day, more than 130 million girls are out of school.¹
• Countries that provide all children with secondary education cut their risk of war in half.²
• Only 50% of refugee children are enrolled in primary school.³
• 69 million new teachers are needed in order to achieve global universal primary and secondary education.⁴
• Girls living in areas of conflict are 90% more likely to be out of secondary school.⁵

See Appendix A on page 28 for sources.

Get creative
Encourage students to use their creativity and come up with other ways to spread awareness! Here are some ideas to jumpstart their fundraiser:

• Let students get creative and design their own posters. Use our resources at WE.org/wearesilent for inspiration!
• Provide students with speaking opportunities to share what they’ve learned about WE, children’s rights and access to education with their peers, other classrooms and the whole school. The more youth involved, the more powerful the movement!
• Set up a fundraising table at school. First, gain permission from the school. Next, decorate it with signs and always have someone present to explain the issue and why it matters.
• Help students create informative flyers to pass around school. Support them in researching, writing and designing.
Step 6: **Speak up with silence**

On November 20*, pledge to go silent to show your solidarity for the millions of kids around the world who are silenced every day. Remind students about the importance of education, and how this event and the money they’ve raised will create real impact in developing communities.

Whether your school or class is completing their WE Are Silent event around the school property or in the community, students should be prepared to answer questions about what they’re fundraising for and why it matters.

*November 20 does not have to be your event day. Choose a day that works for your school.

**Pre-event reminders**

- Encourage students to review the research they’ve done, including reading and watching real-life stories of those impacted.
- Make school announcements and visit each classroom to remind everyone about the event.
- Share your event on social media with #WEareSilent and tag @WEmovement.

**During the event**

Depending on the event you choose to do, here are some tips for during your event:

- Post photos on social media using #WEareSilent to raise awareness.
- Pass out flyers or cards with information about your cause.
- Stay organized and follow your schedule or route.

**Post-event celebrations**

It’s important to celebrate and share the success and impact of your campaign and to reward your students for all their hard work.

- Share photos of your actions with your school, community and WE Schools Program Manager.
- Record the highlights of your event day and create a video.
- Celebrate impacts through a class party, assembly or WE DayX.
- How to continue the movement: After your event, hold a rally at school to spread awareness and amplify your school’s knowledge of children’s rights.
Step 7: Reflect and share

Thank you for participating in the WE Are Silent event! With the money you raised, you and your students have helped to amplify children’s voices around the world. Your actions have impacted children’s right to education and ensured WE’s sustainable development model continues to lift communities out of poverty. Now it’s time to reflect on the experience.

**Ask your students:**

- What was the highlight of your event?
- Did you run into any problems? How did you solve them?
- How did taking action on one issue make you aware of other issues?
- How will you continue to make an impact?
- How much money did you raise toward your goal?
- Why are you grateful for your education? How would your life be different if you didn’t have access to education?
- How will your actions create an impact in developing communities worldwide?
- How did it feel taking action as a group of youth for other youth? How did it feel taking action as an individual/school/community to support a global community? What did you learn?
- How will you continue the WE Are Silent movement?

► Please refer to page 14 of the Student Guide for the reflection template.

**Show your gratitude**

Thanking your friends, family, donors, sponsors, participants and volunteers is as important as asking for donations. Remind students that it’s thanks to their support that you’re able to help others. Have students show their gratitude by:

- Making thank you cards for everyone who donated.
- Writing a letter of thanks to people who supported them along the way.
- Creating a gratitude jar and having students place the names of everyone who donated and supported them into the jar. Keep the jar in your classroom as an honoring of your event and impact. If they’re comfortable, ask students to share names and why they are thankful.
- Highlight a special donor or fundraiser on the school announcements, assembly or post-event rally.

**Share your impact**

Tell friends and family about the impact you’ll be making with your donation. Here are some examples of the changes you’re helping create in global communities:

- In Ecuador, thousands of students have been supported and over 18 classrooms, libraries and more have been built.
- In India, hundreds of schoolrooms have been built, including classrooms, libraries and teachers’ offices.
- In Kenya, approximately 11,500 students have been supported and hundreds of schoolrooms built.
- Helping build a free high school in Kenya for boys like Francis Naimodu. Read his story at [WE.org/stories/boys-in-kenya-gain-access-to-education](http://WE.org/stories/boys-in-kenya-gain-access-to-education) to learn more.
Step 8: **Submit your donations**

If you didn’t set up a fundraising CrowdRise page, that’s okay! You can still donate.

**Mail**

Fill out the WE Are Silent Donation Form, found on the following page or download at [WE.org/wearesilent](http://WE.org/wearesilent). Mail your donations to:

If the address provided does not work for you, please connect with your Program Manager to discuss an alternative mailing address to one of our office locations.

<table>
<thead>
<tr>
<th>Country</th>
<th>Address</th>
</tr>
</thead>
</table>
| **Canada**| WE Charity 339 Queen St. E  
            | Toronto, ON M5A 1S9                      |
| **United States** | WE Charity 318 W. Adams St.  
                             | Suite 1200C  
                             | Chicago, IL 60606            |

**Online**

Head to [WE.org/donate](http://WE.org/donate).

**CrowdRise**

Go to [crowdrise.com/wearesilent](http://crowdrise.com/wearesilent).

**Phone**

Call your WE Schools Program Manager if you have any questions.
Donation Form

After completing your WE Are Silent event, please fill out this form and include it with your donation. Contact your WE Schools Program Manager for any questions or for more information.

Contact Info

School name: ____________________________
Main contact’s name: ____________________________
Phone number: ____________________________
Email address: ____________________________
Address: ____________________________

Total Donations

- School check* $ ____________________________
- School board check* $ ____________________________
- Donor check* $ ____________________________
- Pledge sheet $ ____________________________
- CrowdRise $ ____________________________
  CrowdRise team name: ____________________________
- Other: ____________________________ $ ____________________________

**Tax Receipts:** WE Charity can issue charitable tax receipts for all donations $10 or more. Please note that full names and full addresses are required to issue tax receipts to donors.

*Please write check payable to WE Charity.

Impact

Please indicate which country you would like your donation to be directed to:

- Kenya
- Tanzania
- Sierra Leone
- India
- Rural China
- Ecuador
- Nicaragua
- Haiti
- Greatest need
- Still deciding**

Releasing Funds

- I am ready to release these funds to immediately support projects overseas.
- I would like WE Charity to hold these funds until I have reached my goal.**
  **Funds will be held until you have indicated to WE Charity where you would like them to be allocated.

Feedback

Which resources did you use?

- Poster
- Buttons
- Stickers
- Social media package
- Classroom resource: Advocating for Children’s Rights
- Student Guide

Which resources were most useful to you?

How did you raise your funds?

Do you have any comments or suggestions?

Mail this form with your donation to:

Canada
WE Charity
339 Queen St East
Toronto, ON M5A 1S9

USA
WE Charity USA
318 W Adams St, Suite 1200C
Chicago, IL 60606
You’re helping give a voice to millions of children around the world who are silenced and whose rights aren’t upheld. The money you raise will go toward helping children in developing communities access quality education through the WE Villages Education Pillar.

With education, children worldwide will gain the knowledge and skills to empower themselves and speak up for their rights. They will be armed with the courage and self-confidence to better themselves, their families, their communities and the next generation. And with your support in WE Are Silent, your students will gain the tools to become future leaders. They will develop valuable, real-life skills that they’ll take with them far beyond the classroom. Your support is helping empower children globally to speak up for their rights and helping empower your own students to create transformational social change.

As a student-led movement, WE Are Silent allows for youth to join together, empower each other and change the world. When youth lead youth, they’re an unstoppable force for good and we’re so excited to see what they’ll accomplish with your help.

Thank you for your passion to do good, your commitment to changing the world and your support for WE Are Silent and children’s education.
Appendix A: Fast fact sources


