

WE Champions Guide

Your go-to guide to
making the world a
better place



WE

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Thank you for becoming a WE Champion



We're thrilled to have you join our global family as a WE Champion to help make a positive social impact within your community and around the globe.

We believe that everyone has the power to make a difference, we just need the right tools and the opportunity. That's why we created this program—our role is to bring you, your colleagues and your company together and give you the tools and resources to help change the world.

From connecting with your colleagues and community to experiencing a greater sense of purpose, discover all the incredible benefits to giving back. Find networking and skill-building opportunities, while bringing meaning into your workplace. Create a positive work culture and environment that everyone enjoys coming to every day, as you and your colleagues rally together around causes you care about. When you work together to create social change, you'll not only become a force for the greater good, you'll uncover new opportunities, new experiences and so much more.

Thank you for your commitment and passion for creating positive change, and bringing our WE Champions program into your company. We're excited to see what's in store for you and your team. Together, let's get doing to shape a brighter world for today and for generations to come.

Sincerely,

Handwritten signatures of Craig Kielburger and Marc Kielburger in black ink.

Craig Kielburger and Marc Kielburger
Co-Founders, WE

Our commitment to you



WE makes doing good, doable, by empowering change-makers like you with everything you need to make a difference.

We are constantly striving to provide you and your colleagues with the ideas, opportunities and resources to make a positive social impact, and we'll help you each step of the way on your journey.

From fundraising campaigns to immersive volunteer experiences around the world, the possibilities for doing good are endless. Working with your company as our partner, we'll make it easy for you to make a difference in the world and bring meaning into your workplace. Your toolkit includes:

- Fundraising and awareness raising campaign ideas.
- Easy-to-follow steps for setting S.M.A.R.T. goals and starting a campaign.
- A helpful action-planning checklist to support your do-good actions.
- Ready-made email templates for campaigning, asking for donations and giving thanks.
- Messaging on how to communicate about WE to your organization.
- Ready-to-go resources, programs and ideas to do good, such as inspiring, real-life stories of everyday heroes who are making a difference in the lives of others.

Role as a WE Champion

A WE Champion is a leader, a pioneer of purpose and an advocate for social good.

As a WE Champion, your actions are changing the world and we're grateful for your partnership and support. In this unique role, you'll be a champion for social change, inspiring your colleagues to come together to do good. You'll also have the wonderful opportunity to help create a workplace culture that cares and gives back, and enable your colleagues to discover their passion, live their values and write their own journey of impact.

Get started on making a difference by educating those around you on key issues, empowering your colleagues to do good and celebrating the extraordinary impact you and your company have made together.



Educate

Lead change through educating others on a cause your team cares deeply about. We'll provide you with all the resources, including real-life stories of transformative change that you can share to inspire others to care and act.



Empower

Support your colleagues on their path to doing good by becoming their go-to person for all things WE and making a difference. Inform your colleagues of all the ways they can create social impact through our programs, resources and experiences, including volunteering at WE Day and fundraising for our WE Schools programming.



Celebrate

Doing good is a cause for celebration. Celebrate the impact you and your colleagues created and the people who helped make it happen!

Make a difference, locally and globally

Together, we can create a tidal wave of impact.

Looking for ideas to give back? Here are seven ready-to-go experiences and ideas to help you get started on your do-good journey.



Celebrate youth making a difference

Celebrate young people making a difference in your community. Volunteering at WE Day is one of the most inspiring ways to get involved, whether you're registering guests, welcoming buses or talking to teachers in the Educator Zone.

Every year companies like yours provide volunteers to help make WE Day events possible in 14 cities across North America and in the UK—without your support, there would be no WE Day. Ask us how your team can volunteer at a WE Day near you.

Find out more at [WE.org/volunteer](https://www.wedays.org/volunteer).

Travel with purpose

Travel with ME to WE on a corporate trip to volunteer in a WE Villages partner community in Kenya, India or Ecuador. Your team will work alongside community members on a sustainable development project driven by need, such as laying the foundation for a school.

Thanks to ME to WE's partnership with WE Charity, you'll be truly welcomed into the communities we work with—a unique opportunity to make genuine, lasting connections, strengthen the bonds between your team members and see tangible results in the lives of families.

Find out more at metowe.com/volunteer-travel.

Make a difference, locally and globally

Inspire young leaders of today

Thanks to companies like yours, we can bring WE Schools, a free service-learning educational program, to schools and prepare young students with the life skills to take action and forge their own paths to success. Help bring WE Schools to your area by nominating a school or youth group to participate.

Find out more at [WE.org/we-schools](https://www.weforum.org/we-schools).

Shop good, do good

Buy a stunning gift handmade by an artisan in Kenya or a delicious chocolate bar made with Ecuadorian cacao and change the lives of the women, children and families we work with. Whether you bought a handmade Minga Bracelet from Ecuador or a Rafiki Bracelet made by a mama in Kenya, each unique ME to WE gift gives a life-changing impact—from school supplies to health care to alternative income opportunities and more.

Shop at shop.metowe.com.

Give to empower communities

Help break the cycle of poverty by fundraising for WE Villages, a sustainable development model that helps people build up stable, thriving communities that give them the power and dignity to support themselves. See where each dollar goes through our five Pillars of Impact—Education, Clean Water, Health, Food and Opportunity—on page 9.

Find out more at [WE.org/we-villages/our-development-model](https://www.weforum.org/we-villages/our-development-model) or donate at [WE.org/donate](https://www.weforum.org/donate).

Share the power of storytelling

Inspire and be inspired by real-life stories of impact and transformation. Read, watch and share these incredible stories at [WE.org/we-stories](https://www.weforum.org/we-stories).

Move your team to care and act

Invite our incredible speakers for a dynamic speaking engagement to motivate your team to find their purpose and take action. Thought-provoking and educational, hear their stories and receive valuable advice on topics ranging from unconventional leadership to best practices on raising youth to be global citizens.

Find out more at metowe.com/speakers-bureau.

Ready to make a difference with your company?

We'll support you through each step of planning a successful campaign that'll create lasting impact.



Step 1

Find your passion and purpose

Start by exploring the issues that are most important to you and your colleagues. Learn about the root causes, think about ideas for how to tackle them and set specific measurable goals. Collaborate with your team and share ideas for how you can make a difference.

Not sure where to begin? Think about issues affecting those around you and what you can do to help. Look for issues close to home (i.e., litter or inaccessibility) or around the world.

Ask yourself and your team questions like:

What is the big change you want to see?

Why is this cause important to you?

Ready to make a difference with your company?

Step 2

Plan your action

As a team, identify the steps you need to take to reach your goals and create a concrete action plan to tackle your chosen issue.

1. Choose your campaign.

Discuss with your team what type of campaign you would like to do, such as a walk or food drive.

2. Assign roles.

To help plan the event, have friends or colleagues choose a role based on their individual strengths and passions. Examples include event organizers, social media mavens and sign/poster makers.

3. Set up regular meetings.

Stay updated on your team's progress. If your team has chosen to fundraise, create a fundraising or campaign page to track your donations and update your volunteers and donors.

Step 3

Spread the word

Get everyone involved or inspire others to contribute/donate to your cause. How? Reach out to your network or community. Share stories, photos, activity updates and campaign results through word of mouth, events and social media. Consider bringing a guest speaker, like a community leader or someone from your chosen charity, to share their knowledge and success stories.

Tips on spreading the word:

- **Choose a catchy campaign slogan, tagline or hashtag like #IceBucketChallenge.**
- **Create social media pages to inform and excite others, and provide updates and promote upcoming events.**
- **Take advantage of existing bulletin boards and information hubs in the community or workplace to promote your campaign.**

Step 4

Take action

It's time to get doing! Ensure everything is running smoothly by sticking to a schedule, but remember to have fun. Remind your team why you're taking action and how your actions will create real impact. Inspire your volunteers and donors to contribute and help create social change.

Ready to make a difference with your company?

Step 5

Reflect

Reflection is an important part of the campaign process. Discuss with your team:

How did your actions create impact?

How did taking action on one issue make you aware of other issues?

How did it feel taking action as an individual/company/community?

What did you learn?

How will you continue to make an impact?

Step 6

Celebrate and give thanks

As a final wrap up, throw a party to acknowledge your group's hard work and celebrate the difference you've made through your actions. At the event, let everyone know the results in a concrete way (dollars raised, volunteer hours donated, canned goods collected, people helped—however you've decided to measure your impact). Thank all those who participated and let donors and other supporters know how their efforts have made a difference.

Discover more about WE

WE is our philosophy, our mission and our name.

To be successful as a WE Champion, learn more about WE to empower those around you to take action. Discover our mission, model and impact, to help you inform and educate others.

WE makes doing good, doable. Our vision is to shift the world from “me” to “we” and our mission is to empower all people to change the world, locally and globally, achieving transformative outcomes for themselves and others.

WE is made up of a family of organizations: WE Charity empowers domestic change through WE Schools and international change through WE Villages. ME to WE is a social enterprise that creates socially conscious products and experiences that empower people to do good through their everyday choices.

And WE Day is our greatest celebration of social good in the world, bringing together people of all ages who want to do good, to celebrate and inspire a year of taking action.



Discover more about WE

Our “why”

Our “why” is to make doing good, doable for everyone.

Craig Kielburger founded WE when he was 12 years old, moved and inspired by the story of Iqbal Masih, a child laborer of the same age who was murdered for raising his voice. From this moment, Craig and his brother, Marc, set out on a mission to free children and their families from poverty and exploitation—leading them to find their “why” and their drive to help create change.

More than 20 years later, WE is a movement that believes when we come together we can create a better world. WE makes it easy for everyone to get involved—at home, school or work—by providing tools, resources and ideas to help you create positive social change.



Our model

WE Charity is unique in that it operates programs both domestically through WE Schools and internationally through WE Villages. Through WE Schools, we help children and youth fulfill their potential as agents of change with resources that create sustainable impact. With our international development model, WE Villages, we address the five primary causes of poverty with holistic and sustainable solutions that work in tandem to transform communities: Education, Clean Water, Health, Food and Opportunity.

Transform communities

Inspire change and individuals committed to addressing social problems at home and around the world.

Educate and empower youth

Equip youth, families and communities with the core skills and opportunities to succeed.

Remove barriers to success

Create conditions that enable people to transform their lives and break the cycle of poverty.

Discover more about WE

Pillars of Impact

Education

We set students up for success by building schools, providing teacher accommodations, educational resources and supplies, leadership training for teachers, and extracurricular school activities like health and environment clubs.

\$25 – School kit

Help a young learner pursue their dream of education by removing one of the most common barriers to successful education—a lack of school supplies.

\$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.

Clean 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 healthy hygiene practices and waterborne-disease prevention.

\$25 – Clean water for life

Provide one person with clean water for life.

\$250 – Clean water for a family for life

Provide a family of 10 with clean water for life.

\$1,000 – Clean water for a community for life

Provide a community of 40 people with clean water for life.

Discover more about WE

Health

We work with community partners to improve access to health clinics, facilitate training of health care professionals and teach the community about disease prevention.

\$100 – Health care for a mom and her new baby

A healthy start is a precious gift that every child deserves. Help provide a safe place for a mother to bring her child into the world, and vital health care for her baby.

\$500 – Health workshops for new moms

With this gift you provide new mothers with the training, tools and confidence to raise strong healthy children.

\$1,000 – Community health programming and clinics

Help a community gain access to a clinic to serve their medical needs, and provide programming on how to prevent disease and illness.

Food

In developing countries, hunger can lead to malnutrition and illness. With support from our founding partner Nutrien, we work with communities to implement agriculture and food security programs, ensuring families have access to healthy, self-sustaining food sources.

\$25 – One year of healthy lunches for a student

With this gift you can help a primary school student excel at their studies by fueling their nutritional needs at school.

\$250 – Support development of agribusiness

With the training and tools to grow nutritious food, community members can learn to keep their families healthy and sell surplus crops to earn an income.

\$1,000 – One year of healthy lunches for a class

With nutritious lunches to fuel their growing minds, students have the energy to focus on getting the most out of their day.

Opportunity

We provide women and men with the training and support they need to develop income-generating skills, build savings and become empowered to shape their own lives.

\$50 – The goat that gives back

Provide a woman with the resources she needs to generate a sustainable income and provide for her family, leading to a lifetime of change.

\$250 – Financial literacy training for a women's group

With financial literacy, women gain the ability and confidence needed to earn an income and support their families.

\$1,000 – Women's empowerment circle

Empower a women's circle with a start-up kit to help them develop entrepreneurial skills, become self-sufficient and grow as leaders.

Discover more about WE

Our impact

By working together with our incredible supporters, volunteers and partners like you, we've helped transform thousands of lives for the better.

1,500+

schools and schoolrooms have been built in communities that we've partnered with.

200,000

children have been giving the opportunity to gain an education and realize their true potential.

1 million

people have improved access to clean water, health care and sanitation.

15 million+

nutritious meals have been produced by working with farmers and families to fuel their communities.

30,000

empowered women have the economic self-sufficiency tools to earn a fair wage and invest in their futures.



Stay updated on the extraordinary impacts you're helping make with our annual reports at wecharity.org/about-we-charity/financials-and-governance/annual-reports.

**Thank you for
joining us as a
WE Champion!**

Find more resources at [WE.org](https://www.ve.org).
Follow [@WEmovement](https://twitter.com/WEmovement)

