

# WE are silent

## Pledge to go silent for global human rights.



**Kick-off: 20 November 2019**

**Sign up: [WE.org/gb/wearesilent](https://www.weakare.org/gb/wearesilent)**

**Every £30 = Education for a child**

### Our actions are a powerful tool for social change.

In 2019, we are celebrating the 30th anniversary of the [Convention on the Rights of the Child](#), a treaty to protect the rights of children worldwide. And with WE Are Silent, you can take a stand for children and human rights, and fundraise for social change. By taking a vow of silence in solidarity with those whose voices go unheard, we can prove just how powerful our voices truly are. So turn up the volume and let your silence be heard!

Over the years, WE Are Silent has been one of WE's most successful campaigns because of the impact it makes. Our vow of silence sparks the conversations that lead to incredible fundraising and awareness-raising campaigns—helping to amplify the voice of others—and donations that provide a tangible impact with access to education.

## Celebrate the 30th Anniversary of:

### The Convention on the Rights of the Child

Children's rights are human rights and every child is entitled to have their rights protected to ensure they can thrive. That's why the UN adopted the **Convention on the Rights of the Child** on 20 November 1989, which outlines the civil, political, economic, social, health and cultural rights of children everywhere. This year will mark the 30th anniversary of this treaty and to celebrate this historic moment, leaders, young people and individuals of all ages will be participating in a series of events to renew our global commitment to putting children's rights at the forefront.



## In the Classroom

With our classroom resources, teachers can integrate social action into their curriculum to broaden students' understanding of issues they are passionate about. Download the Advocating for Children's Rights lesson packages at [WE.org/gb/libraryofresources](https://www.weare.org/gb/libraryofresources) for ideas to raise awareness of children's rights issues.

### Advocating for Children's Rights

Learning Phase	Subject Connections	Learning Goals	Skills Developed
Primary and secondary	<ul style="list-style-type: none"> <li>English</li> <li>Character education</li> <li>Sociology</li> <li>Work-related learning</li> <li>Geography</li> </ul>	<ul style="list-style-type: none"> <li>Understand the difference between wants and needs.</li> <li>Understand what human rights are and why they are important.</li> <li>Explore how children's rights are connected to their basic needs.</li> <li>Use the <b>United Nations Convention on the Rights of the Child</b> to identify the rights that children around the world are entitled to.</li> </ul>	<ul style="list-style-type: none"> <li>Action planning</li> <li>Research and writing</li> <li>Argument formation</li> <li>Organisation</li> <li>Reflection</li> <li>Information literacy</li> <li>Critical thinking</li> <li>Leadership skills</li> </ul>

# Get Ready

Learn more about human rights and the issues facing children around the world using the global [Exploring Issues webpages](#), as well as your own research. Find the issue that stands out to you the most and write down a few notes about the things you have learned.

- ▶ What do you know about the [Convention on the Rights of the Child](#)?
- ▶ What kinds of things do all children need to live a happy and healthy life?
- ▶ What human rights issues make you want to take action and fundraise for?

## Decide Your Action

What issue will you take action on? \_\_\_\_\_





What type of action/fundraiser will you do? \_\_\_\_\_

Consider some of the example actions below to give you ideas:

- Collect pledges for taking a vow of silence.
- Fundraise with your school through a silent march.
- Host a debating competition around human rights issues and charge an entrance fee.

## Set Your Goal

Which Pillar of Impact will you be fundraising for?

Education	Water	Food	Health	Opportunity
				

What is your fundraising goal? \_\_\_\_\_

Consider aiming for one of these fundraising milestones:

<p><b>£30</b> <b>Education for a Child</b></p> <p>Give a child access to primary education and set them on the path to success.</p>	<p><b>£600</b> <b>Outfit a Classroom</b></p> <p>Provide furniture and school supplies for an entire classroom, empowering students with a conducive learning environment.</p>	<p><b>£5,800</b> <b>Build a Classroom</b></p> <p>Build a classroom to equip a generation with the skills, knowledge and confidence to create a brighter future for themselves and their community.</p>
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## Set Your Date

When will you hold your WE Are Silent initiative? \_\_\_\_\_

Consider the following dates as you plan.

<p><b>20 November</b></p> <p>Universal Children's Day</p>	<p><b>10 December</b></p> <p>World Human Rights Day</p>
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## Plan Ahead

How will you raise awareness? Use this chart to assign tasks to group members and help keep everyone on track!

Task	Group Member(s) Responsible
E.g. Posters around school	
E.g. Promoting on social media	
E.g. School announcements	

What materials will you need?



## Additional Resources

Visit [WE.org/gb/wearesilent](https://www.weare.org/gb/wearesilent) to download helpful campaign assets like social media graphics, donation forms, posters, guidebooks, lesson plans and more!



# Take Action

## 1. Create a donation page.

By creating your own **Virgin Money Giving** page, your group will have an easy, accessible way to raise money for WE Are Silent. Write a short description explaining why you are raising money for your chosen issue, then share the page with friends, family and community members to help collect donations.

Speak to your WE Schools Programme Manager for support with setting up your WE Are Silent fundraising page.

## 2. Spread the word.

WE Are Silent is your opportunity to create a movement with your voice. By raising funds to help your cause, you are creating tangible change for children around the world.

- Visit [WE.org/gb/wearesilent](https://www.weare.org.uk/wearesilent) to download the WE Are Silent event poster.
- Share inspiring stories of social change from [WE.org/stories](https://www.weare.org.uk/stories).
- Use [#WEareSilent](https://twitter.com/WEareSilent) and tag [@WEmovement](https://twitter.com/WEmovement) in all of your WE Are Silent social media posts.\*

## 3. It's time to show your solidarity!

On the day of your event, amplify your voice by going silent or speaking up. Show your solidarity for the millions of children around the world who are silenced every day due to a lack of access to education, water, healthcare, food and opportunity. This is for those whose voices go unheard and whose rights are not upheld.



\*We know that keeping young people safe online is a top priority, so make sure you are familiar with your school's e-safety procedures and guidelines. For younger students, we recommend that your teacher creates a group social media account and manages it on behalf of your group.

# Reflect and Celebrate

## Reflect

At the end of your fundraising initiative take some time to reflect on the impact you have made with these questions:

Did you run into any problems? How did you overcome them? \_\_\_\_\_

\_\_\_\_\_

How many people participated in your event? \_\_\_\_\_

How much money did you raise towards your goal? \_\_\_\_\_

How will your actions create impact in developing communities worldwide? \_\_\_\_\_

\_\_\_\_\_

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

\_\_\_\_\_

How will you continue to make an impact after your fundraiser has ended? \_\_\_\_\_

\_\_\_\_\_

## Celebrate

It's also important to celebrate and share the success of your fundraising initiative.

- Share photos from your event day with your school, community and WE Schools Programme Manager.
- Record the highlights of your event day and create a video.
- Celebrate impacts through a class party, assembly or **WE DayX**.

## Donate

Remember to send in your donations and help make a difference in children's lives around the world. You can submit your funds through **Virgin Money Giving**, at [WE.org/gb/donate](https://www.ve.org/gb/donate) or by post.

## Show Your Thanks

Thanking your friends, family, donors, sponsors, participants and volunteers is just as important as asking for donations. It's because of their support that you are able to help make an impact on your cause—so don't forget to send them a kind thank you!

