WE Schools Kit

2020–2021

Welcome to WE Schools

For Educators, Facilitators and Group Leaders

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Letter from Craig and Marc Kielburger

Welcome!

Thank you for joining us for WE Schools! Your participation shows that, like us, you believe in the power of coming together to make a difference. WE began as a youth-led movement when Craig was just 12 years old and rallied his classmates to take action against child labor. Through WE Schools, a unique and experiential service-learning program, you can do just that. Whether you're a student with a passion for doing good or an educator dedicated to empowering young people to make a difference, this program enables everyone to spark social change.

It's been a difficult year for all of us as we deal with the uncertainty surrounding the global COVID-19 pandemic, school closures, and economic downturn. Now, more than ever, social-emotional learning and resiliency is at the forefront of discussion as critical strategies in dealing with life's twists and turns. In light of these events and in order to begin to pave the way for a more connected and mindful future, we have placed a great deal of effort in developing resources that will help us to do just this. We are excited to provide you with a host of new trauma-informed classroom resources, extended strategies and activities for boosting well-being, and a brand new social entrepreneurship classroom curriculum. With these new resources alongside many others we hope to be able to build together a culture of kindness where social-emotional learning and service is at the core of every classroom and community.

We're also so excited to be taking WE Schools even further into the digital universe! Check out the WE Schools Teachers Hub, your one-stop shop for all WE Schools resources, from curriculum, to professional learning, net-working opportunities, and more! Not only will your kit be available online, but now there are many other oppor-tunities to improve everyone's technology skills, like the Tech for Good badge, Virtual Global Classroom events and our Virtual Programming Portal. As our future becomes increasingly digital, it's critical that we equip today's youth with the necessary technology skills to succeed.

We believe that the best learning experiences happen when we contribute to making a meaningful difference in the world. That's why we started WE Schools—to support educators and youth with the opportunities to make a difference, discover new skills and so much more. When we come together to do good and learn, anything is possible.

Thank you for your dedication and passion for creating social change. We couldn't do it without you.

What's Inside

This is your guide to every tool in your do-good toolkit. Learn about each resource and how they can help you on your journey to making a difference.

Welcome to WE Schools

A how-to guide for WE Schools. Get started with the Exploring Issues activity and check out our service-learning campaigns, WE Villages fundraisers and other awesome program offerings!

Educator Resources

A guide for those leading the next generation. Learn more about WE Schools program offerings, our WE Schools badge program, skills development and classroom resources.

Service-Learning in Action

Get ready to get doing! This resource is filled with action-based campaigns that will help you plan and take action on the issues you're passionate about.

Fundraising for a Cause

Get inspired for your fundraising journey! Full of creative ideas and tips to help you change the world, this resource will help you plan and execute memorable and impactful fundraising events for WE Villages.

Online Resources

In addition to what you'll find inside this document, there are lots of other complementary resources available through the WE Schools Teachers Hub at **teachershub.we.org**.

Issue Cards

Explore local and global issues and find your "why." The Issue Cards will help you identify what issues your group is passionate about. Use the discussion questions to engage in conversation, and quiz each other using the fast facts!

Posters

Spread the word about your service-learning campaign with matching posters for each campaign. Put them up around school, then make announcements and post on social media using your campaign hashtag and tagging **@WEmovement**.

Activities

Enhance your experience with WE Schools by using our specially-designed activities to help guide you through service-learning and add structure to your group.
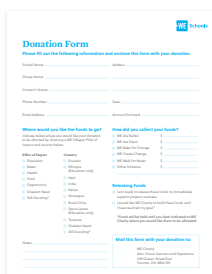
Form and Letter Templates

From sending out letters to parents and principals, to creating donation forms for your fundraising campaign, our premade templates help make organization quick and easy.
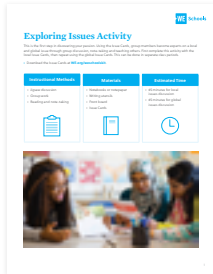
Where to Begin: Educators

Get Started

WE Schools Kit on OneNote

Download the WE Schools Kit for free on Microsoft OneNote at **WE.org/WEschoolsKit**.

Investigate and Learn
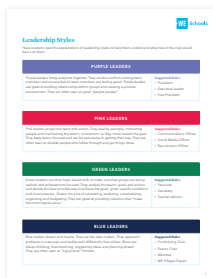

Exploring Issues

Issue Cards[2]

Classroom Resources[1]

Action Plan and Take Action

Club Cards[2]

S.M.A.R.T. Goals[2]

Community Code[2]
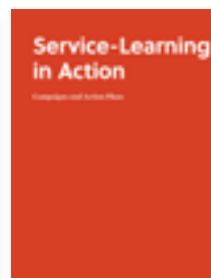
Report and Celebrate

Impact Survey[3]

Where to find:

[1] Download at **WE.org/educator-resources**

[2] Download at **WE.org/weschoolskit**

[3] Emailed to you at the end of each campaign

Where to Begin: Youth

Get Started

WE Schools Kit on OneNote

Download the WE Schools Kit for free on Microsoft OneNote at **WE.org/WEschoolsKit**.

Investigate and Learn
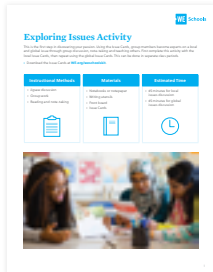
Exploring Issues

Issue Cards[1]

Even more at WE.org/weschools

- Videos
- Posters
- Social posts
- Creative resources
- Helpful forms
- Fundraising toolkits

Action Plan and Take Action

Club Cards[1]

S.M.A.R.T. Goals[1]

Community Code[1]
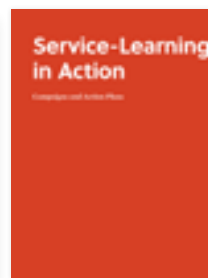
Report and Celebrate
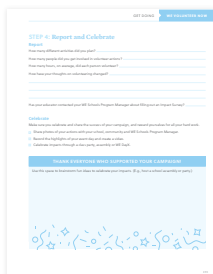
After each campaign

Where to find:

[1] Download at **WE.org/weschoolskit**

Welcome to WE Schools

You will find all resources bucketed in five themes. Within each, you will find tools to help you explore the topic and learn how to take action.

- **Education**

- **Social Vulnerability**

- **Equity and Human Rights**

- **Environmental Sustainability**

- **Health and Well-being**

How to Run WE Schools

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. Share your progress with your peers to inspire them to start taking action on issues they care about as well!

1. Implement the Foundational Module.

The purpose of this module is to provide educators with a sequenced approach to developing supportive instructional practices, relationships and safe and caring environments that foster student engagement and learning. It sets a strong base for students to engage in service-learning so that they can explore problems in their school and community, develop plans to solve them and take action.

2. Select a Service Learning Theme

You'll be inspired and empowered to take action for the themes that spark your passion. Whether you choose to do an awareness-raising campaign for education or fundraising initiative for the environment, your actions, big or small, can help create a better world and brighter future.

3. 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/we-schools/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.

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 15.

5. Access additional resources.

Our free additional program offerings, including a library of videos and action-planning workshops, help enhance learning and create a successful WE Schools experience. Learn more on page 12.

Program Benefits

2018–2019 YEAR IN REVIEW REPORT
85% of educators said they feel a renewed inspiration for teaching and engaging with young people.
85% of educators said students/young people feel a greater connection to their local community.
87% of educators said that students/young people demonstrate increased leadership among their peers.
84% of educators said that students/young people are more likely to stand up for others who are treated unfairly because of their gender, race, religion, ability or sexual orientation.

Program Impact

2018–2019 SCHOOL YEAR		
12,077,399	**18,400**	**$321,017,813**
Volunteer hours logged	Schools across North America and the UK	Annual social value created globally

WE Schools Digital Opportunities

No matter what region, state, province or country you're in, you can participate in WE Schools. Our new digital and online features make our educational offerings accessible to everyone and help WE Schools groups get the most out of the program from wherever they are.

WE.org website

On our website you will find WE Schools resources available digitally to teachers for free focused on causes, service campaigns, and youth mental health resources.

WE Schools Teachers Hub

In the Hub you'll find exclusive virtual learning experiences, a community of teachers around the world you can connect with and resources that will equip you with tools to address critical social issues with your class, starting with trauma-informed resources and professional learning. This free teacher program focuses on building educators' capacity to drive long-term, sustainable impact. Through the WE Schools Teachers Hub, educators can access resources that help raise awareness of important issues to support students becoming active and engaged citizens.

Global Classroom

Our Global Classroom events allow educators and students to connect with others around the world to learn from each other and be inspired to take action. Through Skype, classrooms everywhere can participate in a facilitated session and a live broadcast from the WE Global Learning Center that will bring together students, educators and subject matter experts. Plus, we provide groups with all the resources needed, such as videos and workbooks, to prepare for the chosen topic.

Professional Learning

Participate in monthly educational webinars that explore key social issues and skills development. These innovative virtual opportunities include resources to supplement our live programming and are accessible to anyone.

Tech For Good

The "Tech For Good" badge is part of the WE Schools Badge Program. Made possible by Microsoft, it will support students in developing important skills by encouraging them to implement technology into their service-learning campaigns. Learn more about Tech for Good in the Educator Resources section on page 38, the Service-Learning in Action section on page 53, or online at **WE.org/our-work/we-schools/we-schools-badge-program**.

Virtual Programs

These interactive, virtual workshops, speakers and summits help students develop ideas for social change and plan their actions for the year. This is an opportunity for students to get an extra boost of support in investigating the issues they're passionate about and understanding how to tackle them.

Awards and Grants

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.

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/we-stories/videos/home**.

Minecraft: Education Edition

This game-based learning platform promotes creativity, collaboration, and problem-solving in an immersive digital environment. Educators in more than 115 countries are using Minecraft: Education Edition across the curriculum! In our collaboration with Minecraft, students journey through the countryside of Kenya as they role play the part of a youth devoted to making change happen for their home village.

Tech for Good Badge

The WE Schools Tech for Good badge is a globally recognized credential signifying innovative application of technology to real-world issues. This technology-powered program engages students and educators to incorporate technology into their service-learning actions, enhancing their experience and bringing valuable 21st-century digital skills into their service-learning, thanks to the support of Microsoft.

▸ Download the Tech for Good Guidebook at **WE.org/our-work/we-schools/we-schools-badge-program** as a tool to help you infuse technology into the service learning campaigns your students are working on.

"We often think of technology as reducing our humanity, but it should be enhancing our ability to connect."

Anthony Salcito
Vice President of Worldwide Education at Microsoft

Where to Find the Badge

Look out for the Tech for Good badge icon under each service-learning campaign in this kit for opportunities for students to gain and develop their digital skills!

▸ Learn more about Tech for Good on pages 60 and 80.

WE SCHOOLS Tech For Good
BADGE PATHWAY

1 Join WE Schools & Begin the Journey

To get your classroom started, download the WE Schools Foundational Module to build a classroom environment that will nurture social-emotional learning and prepare students for their WE Schools service learning journey.

2 Select A Campaign

Your WE School group has investigated and learned about local and global issues. Now it's time to set SMART goals, then develop and implement an action plan. Make sure to record and reflect at each step.

3 Apply Tech Tools in Your Campaign

During the Action Planning and Take Action steps of WE Schools, look for ways to empower and assist students using technology and digital skills in each WE Schools campaign. Work toward incorporating ISTE Standards for Students into each step of your campaign. Look at the Tech for Good Guidebook for ideas and inspiration.

4 Complete the Tech for Good Survey

The Tech for Good Survey documents how students demonstrates progress toward technology proficiency set by the ISTE Standards for Students. The survey also asks educators to explain how student were assisted in the use of technology and digital skills, incorporating at least one of the ISTE student standards into each campaign.

5 Celebrate Earning the Tech for Good Badge!

- Share on social media with hashtags #TechforGood #WEschools #ISTE #MicrosoftEDU
- Add it to your profile picture on social media
- Add it to your email signature

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 six global Issue Cards. This can be done in separate class periods.

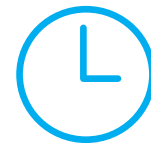| Instructional Methods	Materials	Estimated Time
• Jigsaw discussion • Group work • Reading and note-taking	• Notebooks or notepaper • Writing utensils • Front board • Issue Cards	• 45 minutes for local issues discussion • 45 minutes for global issues discussion

Find the cause you want to take action on.

Steps

1. Divide participants into groups and distribute the local Issue Cards. Tell everyone that they will explore the issues described on their group's card(s). They will each need paper and a writing utensil.

2. In groups, have participants read their 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 so that each new group has one class expert who can represent each of the 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?

9. Run the activity again, this time using the global Issue Cards.

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

If our readymade service-learning campaigns and WE Villages fundraisers don't align with your cause, get creative and make your own! Go to **WE.org/diycampaign** for ideas to get started.

EDUCATION

WE stand together

Use connection points to facilitate learning and dialogue on the relationship between Indigenous and non-Indigenous people in Canada.

‣ **WE.org/westandtogether**

‣ **Page 56**

SOCIAL VULNERABILITY

WE scare hunger

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

‣ **WE.org/wescarehunger**

‣ **Page 67**

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.

‣ **WE.org/wevolunteernow**

‣ **Page 77**

EQUITY AND HUMAN RIGHTS

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.

▸ **WE.org/weareone**
▸ **Page 88**

WE bake for change

Host a bake sale at your school and help raise money to fight food insecurity in WE Villages partner communities.

▸ **WE.org/webakeforchange**
▸ **Page 98**

WE are silent

Use your voice. Speak up, go silent and fundraise to amplify the voices of those who go unheard around the world.

▸ **WE.org/wearesilent**
▸ **Page 108**

ENVIRONMENT

WE go green

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

▸ **WE.org/wegogreen**
▸ **Page 117**

HEALTH AND WELL-BEING

WE are healthy

Be an advocate and raise awareness on the benefits of healthy eating and nutrition. Help others in your school live a healthier, more nutrient-filled life!

▸ **WE.org/wearehealthy**

▸ **Page 128**

WE rise above

Become an advocate for online safety by coming together to raise awareness about the damaging effects of cyberbullying.

▸ **WE.org/weriseabove**

▸ **Page 138**

WE walk for water

Clean water isn't a luxury, it's a basic human right that not everyone has. Join schools across North America and the UK as they fundraise and walk to improve global access to clean water.

▸ **WE.org/wewalkforwater**

▸ **Page 148**

Types of Action

By bringing meaningful service into the classroom through our campaigns, students deepen their understanding of local and global issues. They can engage in actions that help to make a difference and build on their experiences. Here are a few examples:

Advocacy

Educate others about topics that affect the public. These include projects that aim to create awareness and inspire action on issues that impact your community, your country or the world.

Example

Collect signatures for a petition and send it to your local or national government official.

Campaigns

WE **stand together**

WE **are one**

Awareness-Raising

Focus the attention of others on a cause in the community or in the world. Regardless of the action you take, the objective is to increase others' understanding of broader issues.

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**

WE **rise above**

Behavioral Change

Directly impact individuals by helping to turn their bad habits or routines into positive ones like educating others about an important issue.

Example

Take a sustainability pledge to pack no-waste lunches, plant a garden or walk to school.

Campaigns

WE **go green**

WE **are healthy**

Fundraising

Working on broader issues, collect donations of money from individuals, businesses, charitable foundations or government agencies for a project that will benefit others.

Example

Coin drive. Ask friends and family to donate their loose change for a cause you care about.

Campaigns

WE are silent

WE bake for change

WE walk for water

Material Support

Collect donations or gifts in-kind 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

Make a meaningful, direct impact in the lives of others by giving 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 with an international development project. The possibilities are endless!

Campaigns

WE volunteer now

There are many other ways for students to get involved. Depending on what type of issue you are passionate about, brainstorm other types of actions that will best support you during your campaigns.

Educator Resources

Running WE Schools in the Classroom

Table of Contents

Social and Emotional Learning

As the days where student success was defined solely by a letter grade fade away, a growing emphasis on developing caring classroom environments and promoting social and emotional learning (SEL) pushes forward. Social and emotional learning is a way of learning through which individuals gain the skills and knowledge to identify and manage their emotions, understand different perspectives, show empathy for others, set and achieve positive goals, develop and sustain positive relationships, and make responsible decisions. To address the changing needs of today's and tomorrow's students, social and emotional learning is becoming increasingly important, since it supports academic learning and promotes well-being.

FACT:

Students and young adults from strong SEL schools report a more positive social climate and learning environment, doing better academically, and being better prepared for life than those in weak SEL schools.

Online Resources

Empathy, communication, and collaboration are just scratching the surface of skills that youth may develop when combining SEL with service learning. Looking for ways to bring this colourful combo to life? Visit **WE.org/our-work/we-schools/sel** to find resources for educators including our Foundational Module, Professional Development sessions, WE Volunteer Now campaign highlights, WE Well-Being programming, and so much more!

With Service-Learning

Social and emotional learning and service-learning, often regarded as separate entities, can now be understood as two complementary and connected means for promoting positive youth development. Backed by the latest research highlighting the vast benefits of social and emotional learning and service-learning, WE Schools is uniquely positioned to provide opportunities that merge service-learning with social and emotional learning, engaging children and youth in purposeful activities that facilitate learning, self-awareness and well-being, and that help to make a difference for others. A leader in this approach, WE Schools programming draws from a combination of experience and research indicating that quality service-learning can build social and emotional learning competencies, while social and emotional learning can strengthen the ability of students to be capable service providers.

FIVE KEY SKILLS	
Empathy	Through service learning, students increase their exposure to social justice issues in their local and global environments, increasing social awareness and building respect and understanding for others.
Communication	Working as a volunteer in diverse and potentially unfamiliar environments is a fast track way to improve communication skills and increase students' ability to foster positive, healthy relationships with others.
Collaboration	Two or more heads are always better than one when it comes to working through a challenge! In a volunteer setting students are called upon to work as a group and build skills like conflict resolution.
Perseverance	Showing up for others is not always an easy task. Through service learning students will gain practice self-motivating and goal-setting.
Problem-solving	Through experience, students will build an arsenal of tools that will equip them to identify problems and come up with creative solutions.

The WE Schools Foundational Module
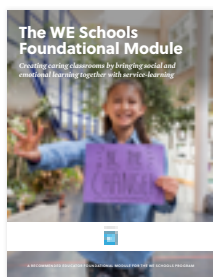
The WE Schools Foundational Module

We suggest starting your journey with the WE Schools Foundational Module, to help you create the optimal learning environment for your students before working through our service-learning campaigns and programs. The WE Schools Foundational Module provides educators with a sequenced approach to develop supportive instructional practices that promote positive relationships between students, teachers and peers, and safe and caring environments that foster engagement and social and emotional learning. With this foundation, students are supported in becoming agents for positive change, engaged learners and compassionate citizens of tomorrow. Download the pdf at **WE.org/our-work/we-schools/sel**.

Why Participate in WE Schools

We're leading the way in experiential service-learning! We want a world where all young people feel empowered to pursue their dreams and reach their full potential. WE Schools helps achieve just that—it encourages young people to challenge apathy by awakening their spirit of volunteerism. We're counting on teachers to guide the next generation in becoming the compassionate leaders our world so desperately needs.

The WE Schools program is our way of supporting educators who share our belief in the power of service-learning. Participating teachers will foster broader academic discussions via the interactive nature of service-learning and, through our resources, enable students to learn about local, national and global issues and become agents of change.

WE Schools Teachers Hub

Calling all passionate educators! The WE Schools Teachers Hub is a brand new space for educators to access WE Schools resources completely virtually. Here you'll find learning activities for your classroom, professional development opportunities, a brilliant community to build your network, and so much more! Sign up for free at **teachershub.we.org**.

Service-Learning

Service-learning provides a framework for students to meet their learning objectives while engaging with and addressing the needs of their community. Participating teachers will foster broader academic discussions via the interactive nature of service-learning and, through our resources, enable students to learn about local, national and global issues and become agents of change. By combining classroom learning with meaningful service, students are able to develop a stronger understanding of local and global issues, while engaging in actions that help to make a difference, each experience reinforcing the other.

WE SERVICE-LEARNING FRAMEWORK

1. Investigate and Learn	**2. Action Plan**	**3. Take Action**	**4. Report and Celebrate**
Students explore topics related to a real-world challenge or opportunity.	Students develop an achievable plan to implement their service-learning project.	Students implement their action plan involving direct service, indirect service and/or advocacy.	Students highlight their project to showcase their learning and outcomes.

Record and Reflect

Students maintain a log of activities and complete written reflections throughout their project.

The Five Themes

You will find all resources bucketed in five themes. Within each, you will find tools to help you explore the topic and learn how to take action.

- **Education**
- **Social Vulnerability**
- **Equity and Human Rights**
- **Environmental Sustainability**
- **Health and Well-being**

WE Schools Points of Entry

From extracurricular student clubs to existing classroom curricula, WE Schools comes alive in a variety of places. It challenges young people to tackle important issues and empowers them with the tools to take action. Being part of WE Schools gives you access to all of our programs and resources. They are designed to complement and intersect with one another seamlessly whether you choose to run WE Schools as an extracurricular or in the classroom.

Extracurricular

Engage after-school groups and clubs that are passionate about social issues and experiential service-learning with this WE Schools Kit..

▶ The kit is packed with a full calendar of campaigns and fundraising resources covering a wide range of local and global issues.

▶ The kit resources include issue background materials, discussion questions and activities to support student learning with tools to help create an action plan.

Curricular

Incorporate experiential service-learning and discover professional learning opportunities with our expectations-aligned classroom resources for Grades 1 through 12.

- ▸ Students are guided through the WE Schools four-step learning process with an inquiry-based approach that uses essential questions, specific learning goals and engaging activities.
- ▸ Includes strategies for assessment and evaluation, differentiation and extensions for further learning.

Support for Teachers

Did we mention you can access all of our WE Schools resources and more through our new WE Schools Teachers Hub? Sign up at **teachershub.we.org** to access opportunities for live streaming, videos, professional development, and curricular resources.

Professional Learning

WE Schools is committed to supporting educators as they explore the wide range of curricular, extracurricular and co-curricular resources and programs that will engage their students in experiential service-learning opportunities. In monthly educator-led professional learning sessions, participants explore how WE Schools resources align with curricular expectations and school district goals, as well as their own interests, needs and priorities.

Onboarding Webinars

Individualized support for teachers who are new to the WE Schools program.

Monthly Webinars

Opportunities for educators to engage in dialogue about social issues and experiential service-learning, and learn about resources to support classroom and extracurricular programs.

Virtual Sessions

Customized online learning experiences where educators can connect with WE Schools facilitators and other like-minded educators.

WE SCHOOLS PROFESSIONAL LEARNING SESSIONS

Provide time for educators to experience and debrief classroom activities, engage in discussions about social issues, and share effective teaching practices.

Allow educators to continue to collaborate beyond the sessions and remain in close contact with the WE Schools team for ongoing support throughout the year.

Empower educators to teach with greater confidence and leave with a new network of like-minded colleagues.


WE Schools Teachers Hub

Sign up to join a community of like-minded educators via our WE Schools Teachers Hub and access all the professional learning opportunities we have to offer from the comfort of your home, classroom or wherever! Learn more about the hub on the next page or access it online at **teachershub.we.org**.

Our Learning Framework

The WE Schools Learning Framework is the educational foundation for every resource we provide, including lesson plans and campaigns. It is grounded in pedagogical theories of service-learning and 21st-century learning practices. As an educator, you can use the WE Learning Framework as a helpful reference tool to ensure that your curriculum expectations are met through student engagement with WE Schools programming. Look for our learning skills icons throughout the program to find the most relevant skills students will be developing.

▸ Download the graphic at **WE.org/learning-framework**.

Outcomes
Goals
Skills
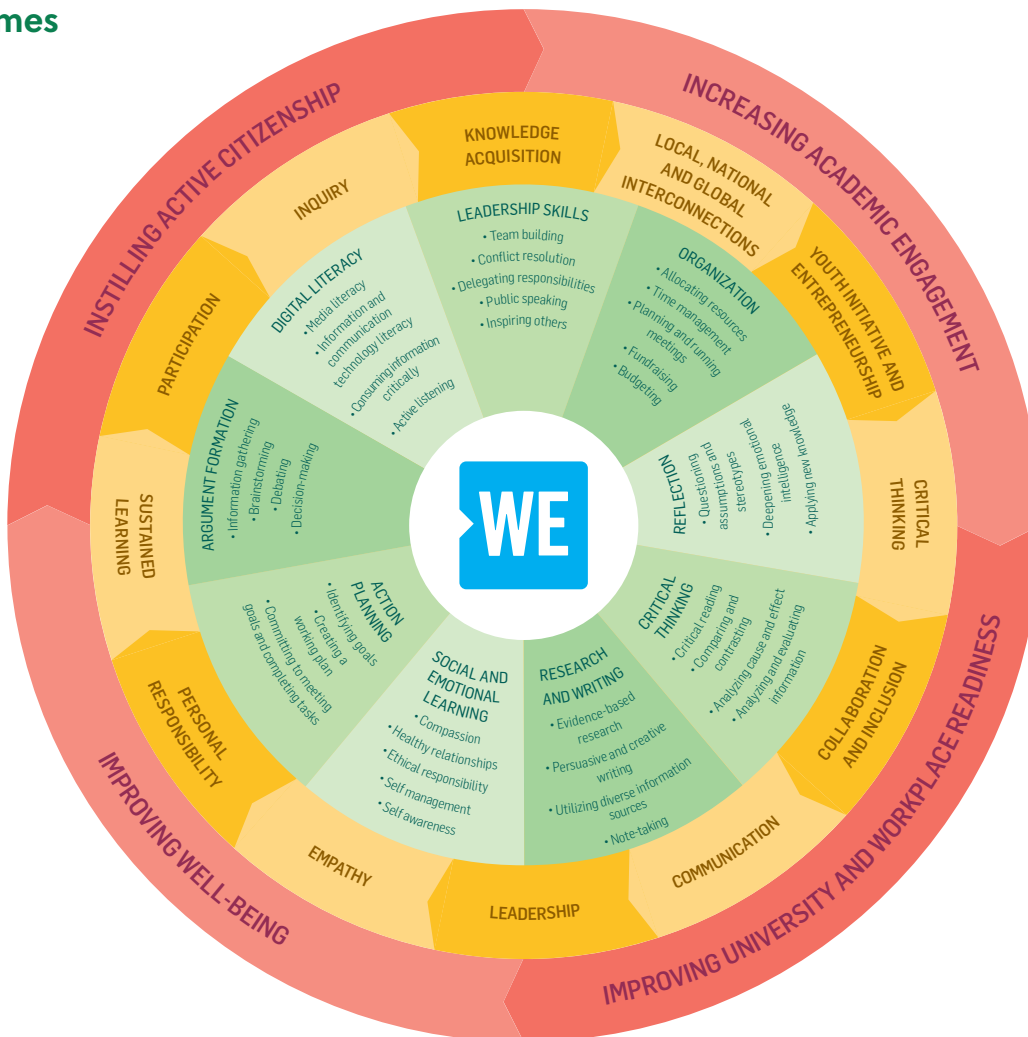
Skills

Argument Formation

Digital Literacy

Leadership

Organ-ization

Action Planning

Research and Writing

Critical Thinking

Reflection

Social and Emotional Learning

Sustainable Development Goals

The Sustainable Development Goals (SDGs) are a universal set of 17 goals that the United Nations created to end poverty, protect the planet and ensure prosperity for all by the end of 2030. Our five WE Villages Pillars of Impact tie in with the SDGs, which means that when a student takes action in one of our service-learning campaigns or fundraising initiatives, they are joining the rest of the world in working toward a sustainable Earth.

1 NO POVERTY	2 ZERO HUNGER	3 GOOD HEALTH AND WELL-BEING	4 QUALITY EDUCATION	5 GENDER EQUALITY
★ Education, Opportunity	Food	Health	★ Education	★ Education
6 CLEAN WATER AND SANITATION	7 AFFORDABLE AND CLEAN ENERGY	8 DECENT WORK AND ECONOMIC GROWTH	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE	10 REDUCED INEQUALITIES
Water		Opportunity		★ Education
11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION	14 LIFE BELOW WATER	15 LIFE ON LAND
		Food, Water	Food	Food
16 PEACE, JUSTICE AND STRONG INSTITUTIONS	17 PARTNERSHIPS FOR THE GOALS			

Pillars of Impact

★ Education   💧 Water   🌿 Food   ❤ Health   🔑 Opportunity

WE Schools Kit on OneNote

Take your world-changing actions further with the digital WE Schools Kit. With Microsoft OneNote, you can reinforce 21st-century skills while engaging your students in service-learning. Use this interactive app to collaborate with your students and create action plans on issues they are passionate about. With both educator and student sections, you and your students will be fully equipped to complete the four steps of WE Schools with the tools and resources of OneNote.
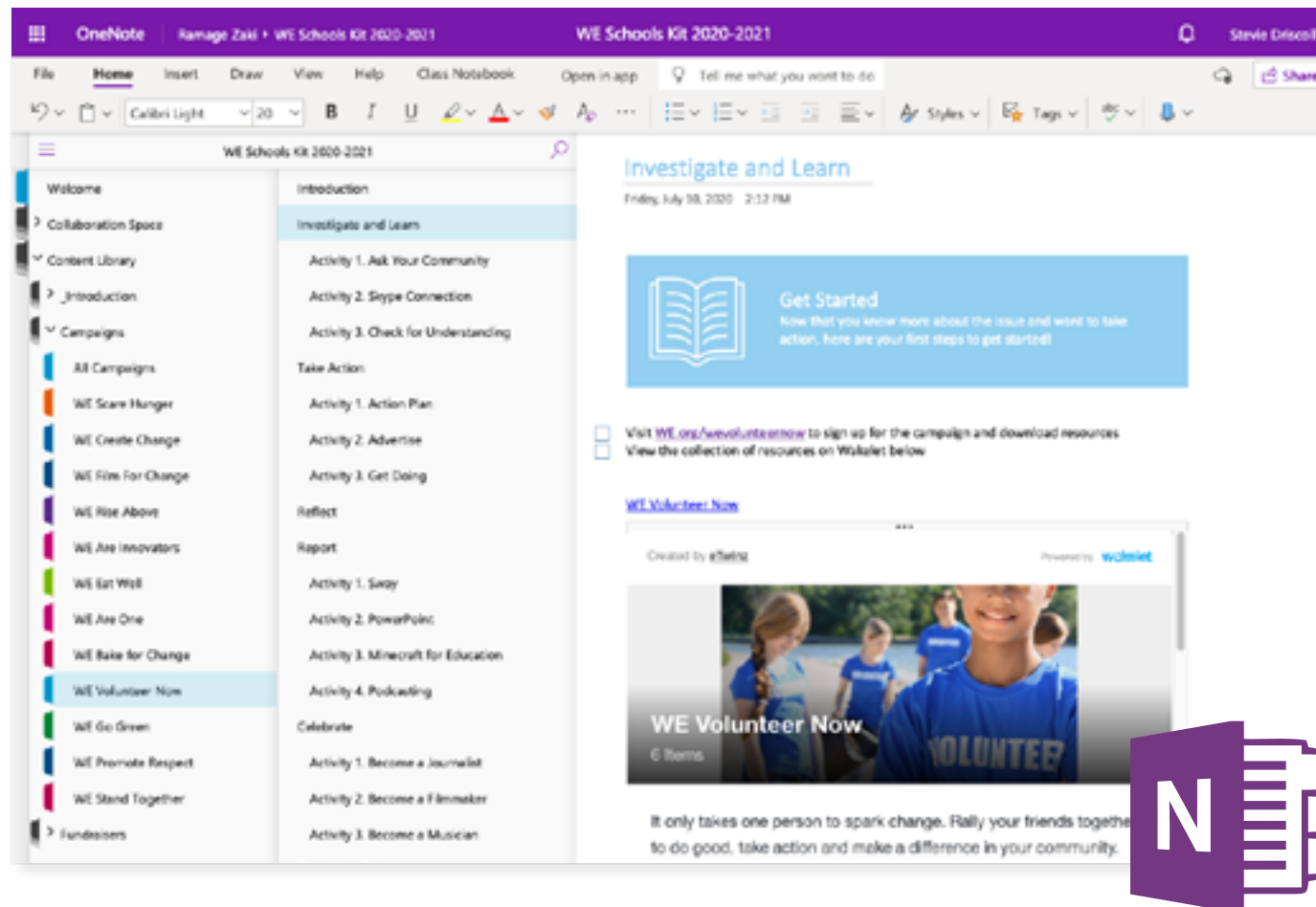
Easy Collaboration

Using the kit in OneNote means it's easy to see and review student work, to add your own content or special questions for students, to jump directly to additional resources on the web or within the kit, and to enable collaboration, whether students are face-to-face or working on projects from home—anytime, anywhere, on any type of device. Plus, the new immersive reader option makes it easier for students, especially those with learning disabilities that affect reading ability, to read and absorb the curriculum.

‣ Download the kit on OneNote at **WE.org/weschoolskit** or for technical help, email **weschools@WE.org**.

Tech for Good

This technology-powered program engages students and educators to incorporate technology into their service-learning actions, enhancing their experience and bringing valuable 21st-century digital skills into their service-learning.

Student Benefits

From the classroom to the real world, students will be equipped with the digital, emotional, collaborative and cognitive skills needed to be future-ready and life-ready through enhanced learning. When we bring technology into the classroom in contextual and meaningful ways, students can experience new learning opportunities, boost their creativity and innovate solutions to the world's most challenging issues.

Educator Benefits

Through Tech for Good, educators can enhance their lessons with technology and empower their students to do incredible things, all while equipping them with the skills needed to be future-ready.

- Rethink traditional methods and apply innovative techniques.
- Recognize and reward students for acquiring important skills in a new way.
- Enhance your practice and experience in the classroom.
- Integrate technology into teaching to prepare students for digital collaboration and communication in future careers.
- Meet the International Society for Technology Education (ISTE) Standards for Educators.

Tech for Good Badge

Each campaign will empower students with opportunities to demonstrate proficiency as a Digital Citizen, Global Collaborator and Computational Thinker. By meeting these three globally recognized EdTech standards developed by the International Society for Technology Education (ISTE), student leaders will earn the WE Schools Tech for Good digital badge, which they can include on their resumes, email signatures and other areas to showcase their skills.

▸ Learn more about the Tech for Good Badge at **WE.org/weschools/badge**.


ISTE TECH STANDARDS

Digital Citizen

Students recognize the rights, responsibilities and opportunities of living, learning and working in an interconnected digital world. They act in, and model, ways that are safe, legal and ethical.

Global Collaborator

Students use digital tools to broaden their perspectives and enrich their learning by collaborating with others and working effectively in teams locally and globally.
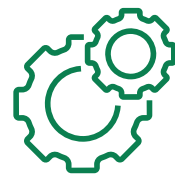
Computational Thinker

Students develop and employ strategies for understanding and solving problems in ways that leverage the power of technological methods to develop and test solutions.

Visit **iste.org** for more information.

How to Earn the Badge

Get ready to take your actions further! To earn the Tech for Good Badge with their students, educators will need to:

1. Assist students using technology and digital skills as suggested in each WE Schools campaign, incorporating at least one of the ISTE student standards outlined above.

2. Complete the Tech for Good survey at **WE.org/signup/techforgood**.

Health and Well-being Resources

Designed to bring well-being into the classroom through service-learning, WE Well-being helps people of all ages increase their mental health literacy and social-emotional learning. Our program successfully provides educators across Canada and the U.S. with early prevention and promotion strategies, including modules developed along-side well-being experts that introduce well-being concepts into the classroom, school and local community.

Mental well-being is important in every aspect and stage of our lives, yet the stigma that surrounds it negatively impacts how we perceive it. Mental health remains in the top five social issues, and currently the demand for child and youth mental health support far exceeds the ability of current response systems. We recognize an opportunity to transform the conversation around mental well-being and offer resources and programming that are accessible and approachable to multiple stakeholders. To learn more about well-being, check out our Mental Health Issue card or visit **WE.org/our-work/we-schools/well-being**.

Activity Cards

Help students connect ideas and broaden their understanding with interactive cards on Positive Human Qualities, Optimal Mental Health and Brain Science. Each card introduces a concept and guides students through discussion questions and next steps to apply what they learned to their lives.
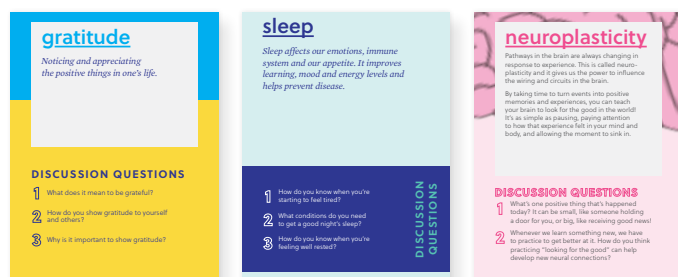

Deeper Dives

In We Boost Our Brain, Mindful Communication and Watching Our Screen Time, educators are provided with quick one-off lessons where students are encouraged to engage deeper with topics related to well-being. This handy bundle of resources is complete with learning objectives, materials, helpful links, and everything you need to dive in!
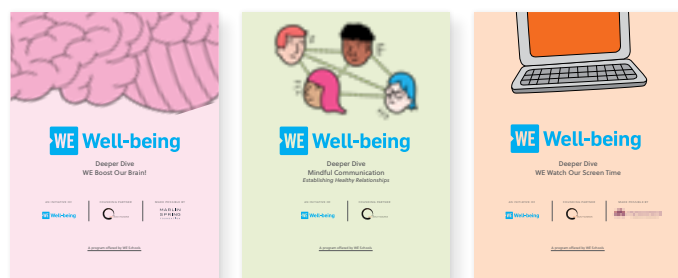
Lessons for Grade Levels 4–6

The WE Well-being elementary program includes sequenced lessons and capacity-building opportunities, including workshops, professional learning and youth conferences. T he unique lesson plans bring well-being through service-learning into the classroom, focusing on prompting positive well-being through education. In collaboration with leading mental health professionals, our resources help youth and educators improve their own emotional, social, physical and mental well-being and the well-being of others.
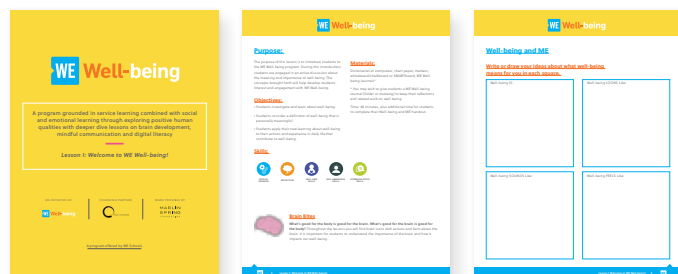
High School Programming

Our programming empowers secondary school educators with the tools to teach well-being. Our goal is to help them promote well-being and foster caring classrooms in order to support their students. With the right tools, high school educators can develop their skills and capacity to lead youth and those around them to take action on this important topic.

FOUNDING PARTNER:

THE ERIKA LEGACY FOUNDATION
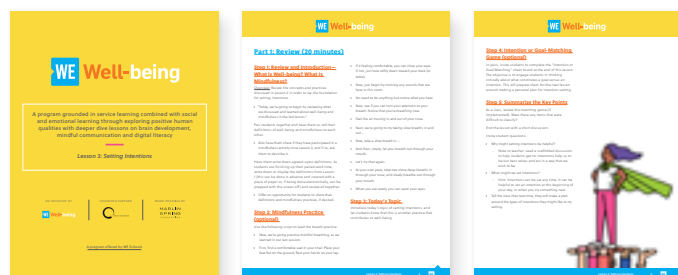
AP® with WE Service

AP® with WE Service is a unique program that engages students with service-learning activities to strengthen their understanding of AP course content and skills, and promote necessary life skills development. It integrates the WE Learning Framework and resources into the AP experience. AP® with WE Service is open to AP teachers worldwide. If you are interested in being part of the program, email **apwithwe@WE.org**.

Educators

- Connect the rigor of the AP experience with 21st-century service-learning opportunities.
- Foster broader academic discussions via the interactive and problem-based nature of service-learning.
- Access relevant curriculum modules and resources to help students gain necessary life skills.
- Enable students to learn about local, national and global issues to become agents of change.

Students

- Apply academic learning to real-life settings and situations.
- Enhance their leadership and social skills, critical thinking abilities, and civic engagement and responsibility.
- Earn a special 21st-century service-learning recognition on their AP score reports.
- Understand the role they can play in making a positive impact on local and global issues.

RESOURCES

| **Course-Specific Modules**	**AP with WE Service for All**
- AP Chemistry - AP Computer Science A - AP Environmental Science - AP European History - AP Government and Politics - AP Human Geography - AP Spanish Language and Culture - AP Studio Art: 2D Design - AP Computer Science - AP Computer Science Principles	This module is available for service-learning integration in all 38 AP courses. Download the pdf at **WE.org/ap/we-resources**. **AP® WITH WE SERVICE FOR ALL** Service Learning for AP® Courses WE | CollegeBoard AP with WE Service

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CollegeBoard

This program is in exclusive partnership with CollegeBoard. AP and WE's partnership provides an opportunity for students to consider their classroom work through real-world civic engagement, while working closely with their peers to address actionable topics. WE's service-learning approach allows students to develop new skills and apply knowledge they are acquiring in their AP courses to local and global contexts, through innovation, creativity and critical thinking.

WE Villages Classroom Resource

The WE Villages Classroom Resource is designed to introduce students to the concepts of human rights and sustainable development. Students will explore how basic needs are the foundation of human rights, and they will recognize the role they play as global citizens and how they can take action to support sustainable development.

▸ Download the pdf at **teachershub.we.org/pages/resources**.
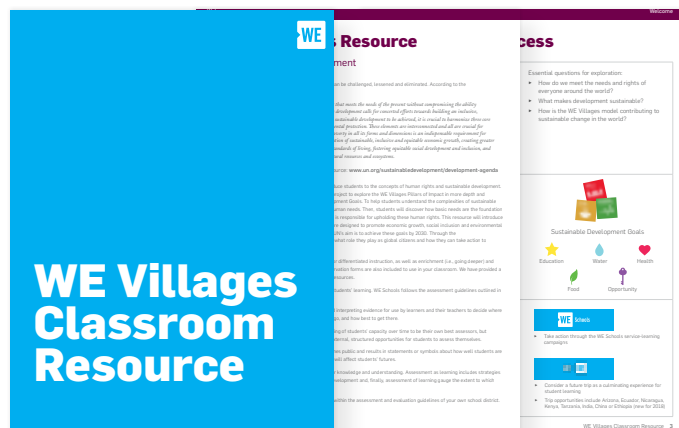
Goal 1

Guide students though an exploration of the WE Villages sustainable development model and its connections to the United Nations Sustainable Development Goals.
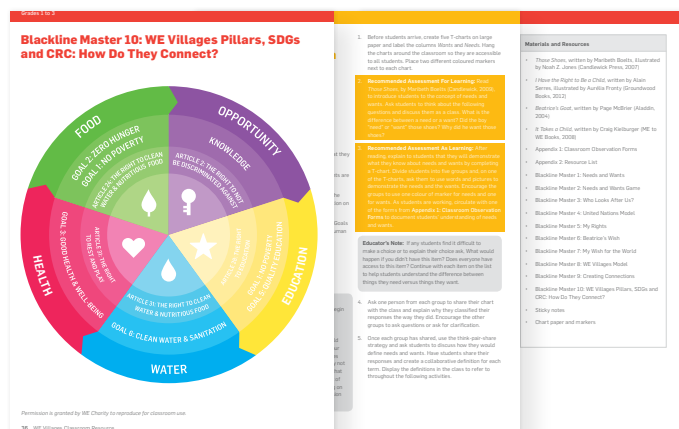
Goal 2

Use an inquiry-based approach to give students an opportunity to investigate the WE Villages Pillars of Impact they are most passionate about.
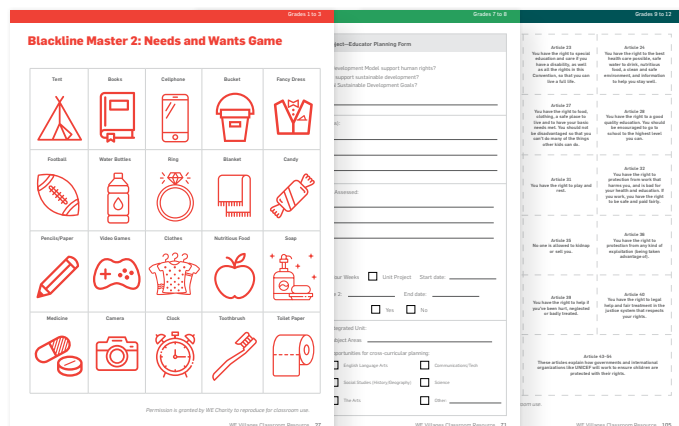
Goal 3

Present activities and supplementary resources that are developmentally appropriate for Grades 1-12.

Essential Questions

Grades 1 to 3

Grades 1 to 3

- What is the difference between a need and a want?
- How do we look after our needs and the needs of others around us?
- How can we ensure that all of us are safe, healthy and happy?

Grades 4 to 6

Grades 4 to 6

- How do we look after our needs and the needs of others around us?
- What is considered sustainable development?
- How can we uphold human rights around the world?
- How is the WE Villages model contributing to sustainable change in the world?
- What role can we play in sustainable development?

Grades 7 to 8

Grades 7 to 8

- What is considered sustainable development?
- How can we uphold the human rights of everyone around the world?
- How is the WE Villages model contributing to sustainable change in the world?
- What role can we play in sustainable development?

Grades 9 to 12

Grades 9 to 12

- What is considered sustainable development?
- How can we uphold the human rights of everyone around the world?
- How is the WE Villages model contributing to sustainable change in the world?
- What role can we play in sustainable development?

Classroom Resources

Integrate service-based learning into your existing curriculum using our expectations-aligned classroom resources, which will support your commitment to engaging, educating and empowering your students. View and download them at **teachershub.we.org/pages/resources**.

WE Walk For Water Classroom Resource

The WE Walk For Water classroom resource is designed to create an experiential service-learning opportunity for students. They will develop an understanding of the current global water crisis, how this crisis impacts people and communities around the world, and how they can be part of positive change.

- **Grade Levels**: 1 to 12
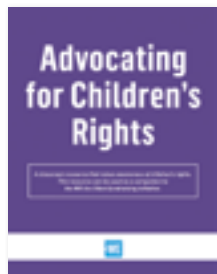
Advocating for Children's Rights

- Through picture books, personal narratives and case studies, students will explore the United Nations Convention on the Rights of the Child and discover how these rights are being denied to children and young people around the world. Students will work collaboratively to raise awareness of these issues within their school and community.

- **Grade Levels**: 2 to 12

Healthy Food for Healthy Bodies

In this resource, students explore how healthy food helps the body grow, function and develop, and are empowered to make their own healthy choices about the food they eat.

- **Grade Levels**: Kindergarten to 8

Creating an Inclusive World

Creating an Inclusive World is a classroom resource designed to foster an understanding of the issues surrounding accessibility. Students will be encouraged to consider how inclusive design could be applied to their space, interaction or experience to ensure that it is inclusive for all people.

- **Grade Levels**: 6 to 12

Knowledge Is Power

Students will learn about barriers to literacy and issues that affect literacy rates across populations. They will create an action plan to increase access to quality texts that are culturally relevant and representative of readers' interests. This classroom resource creates opportunities for students to learn about social justice issues through fiction and non-fiction texts.
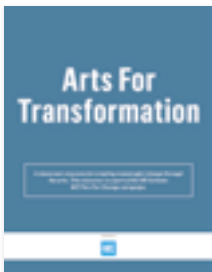
- **Grade Levels**: 2 to 12

Volunteerism: A Growing Movement

Volunteering is a purposeful action taken to create positive change in communities. Through this resource, students will evaluate organizations and volunteer experiences, then reflect on the impact their volunteering has on others as well as themselves.

- **Grade Levels**: 1 to 12

Arts for Transformation

Students will study the use of film as an adaptive medium for creating powerful stories. They will create short films that capture dialog between individuals, centering on themes of companionship, respect and compassion for others. Students will be invited to use real-life stories as well as classroom texts to exemplify the impact that relationships have on their lives.

- **Grade Levels**: 4 to 12
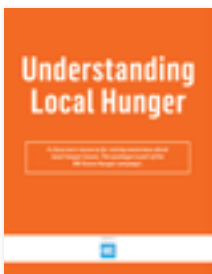
Understanding Local Hunger

Students will explore the causes and effects of hunger through literature and media, statistics, and experiences within their community. Through this resource, students will analyze myths and stereotypes about hunger and develop an awareness of how hunger impacts their local community.

- **Grade Levels**: 2 to 12

It All Adds Up

Through this classroom resource, students will become empowered in their financial decisions, now and in the future. They will gain an appreciation for the concepts of earning, saving, giving and spending. Financial literacy is much more than math. Students will learn the impact that their financial decisions have on them, their community and the world.
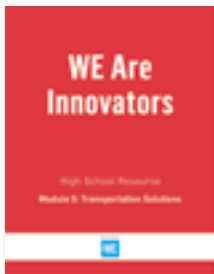
- **Grade Levels**: 4 to 12

Creating Healthy Communities

Students will investigate and gain an appreciation of what it means to promote, restore and maintain health in their lives and in the lives of those around them.

- **Grade Levels**: 1 to 12

WE Are Innovators Modules

Through the WE Are Innovators modules, students get the opportunity to identify, innovate and develop solutions to the world's most pressing issues including inclusive and sustainable innovation, circular economy and nature, food waste, energy and housing, and transportation solutions.
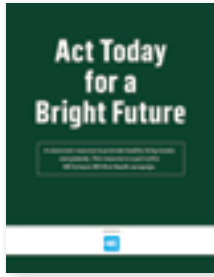
- **Grade Levels**: 4 to 12

Social Entrepreneurship: Connecting Communities

Students will investigate social entrepreneurship, its purpose and its guiding principles. They will study examples of successful social enterprises and consider the impacts of social entrepreneurship on local and global development and the future of business.

- **Grade Levels**: 4 to 12

Act Today for a Bright Future

Students will develop an understanding of sustainability and the factors that challenge and contribute to the preservation of the environment and natural resources. They will explore different perspectives on the production and use of goods and services that are a part of their everyday lives.

- **Grade Levels**: 6 to 12

Understanding Ethical Consumerism

Students will study ethical production and socially conscious consumerism, and examine their impacts on communities. They will learn that the production of goods is multifaceted and affects communities locally and globally. Students will create an action plan to host a bake sale that benefits WE Villages communities while reinforcing what they've learned about the supply chain.
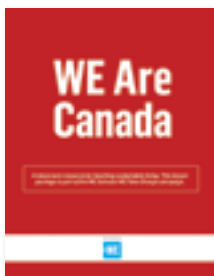
- **Grade Levels**: 4 to 12
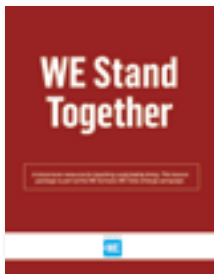
WE Stand Together

WE Stand Together lesson plans explore the rights, cultures, traditions and experiences of Indigenous peoples. They are designed to encourage learning and dialogue on the relationship between Indigenous and non-Indigenous people in Canada.

- **Grade Levels**: 1 to 12

WE Are Canada

WE Are Canada will bring to life five themes that will inspire young Canadians to learn about important issues, come together to take action in their communities and celebrate their efforts in building a stronger Canadian future.

- **Grade Levels**: 4 to 12

Service-Learning in Action

Campaigns and Action Plans

Table of Contents

Why Participate in WE Schools

We're leading the way in experiential service-learning! We want a world where all young people feel empowered to pursue their dreams and reach their full potential. WE Schools helps achieve just that—it encourages young people to challenge apathy by awakening their spirit of volunteerism. We're counting on teachers to guide the next generation in becoming the compassionate leaders our world so desperately needs.

The WE Schools program is our way of supporting educators who share our belief in the power of service-learning. Participating teachers will foster broader academic discussions via the interactive nature of service-learning and, through our resources, enable students to learn about local, national and global issues and become agents of change.

The Five Themes

You will find all resources bucketed in five themes. Within each, you will find tools to help you explore the topic and learn how to take action.

- **Education**
- **Social Vulnerability**
- **Equity and Human Rights**
- **Environmental Sustainability**
- **Health and Well-being**

Service-Learning in Action

First, use the Exploring Issues activity (on page 17) to learn more about local and global issues and find a cause you want to take action on. Once you decide on the issue, then you're ready to choose your service-learning campaign and turn your passion into action. Each service-learning campaign is built using the Steps of WE Schools to help you organize from start to finish.

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 and be sure to include everyone.

3. Take Action

Implement your plan either in-person or virtually 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 step. After completing each service-learning campaign, go to **teachershub.we.org** to fill out an Impact Survey.

SKILLS DEVELOPMENT

The following skills will be gained throughout the campaigns and can be helpful in your schoolwork and future careers. Check for these icons at the beginning of each campaign.

ARGUMENT FORMATION INFORMATION LITERACY LEADERSHIP ORGANIZATION ACTION PLANNING RESEARCH AND WRITING CRITICAL THINKING REFLECTION SOCIAL AND EMOTIONAL LEARNING

SUSTAINABLE DEVELOPMENT GOALS

The Sustainable Development Goals (SDGs) are a universal set of 17 goals that the United Nations created to end poverty, protect the planet and ensure prosperity for all by the end of 2030. Learn more on page 36.

Tech for Good Badge

Ready to take your world-changing actions to the next level? Each of our service-learning campaigns has the opportunity for you to use your technology and digital skills for good through the Tech for Good badge! Challenge yourself by working toward these technology-driven calls to action to tackle important local and global issues. Plus, you'll discover all the awesome benefits that come with achieving this badge, including learning and demonstrating digital skills that will help you to be #FutureReady!

TECH FOR GOOD BADGE

Skill-Building

From teamwork to problem-solving, you'll acquire new skills and improve on what you already know! It's the perfect opportunity for building important skills for the classroom and future. Here are some skills you'll learn: digital literacy and citizenship, leadership, creativity, social-emotional intelligence, and more!

Become #FutureReady

The Tech for Good badge is an impressive addition to any resume and post-secondary application. Show the world that you're prepared to navigate an increasingly digital future!
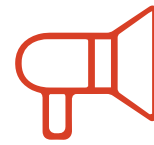
Amplify Your Voice

With essential digital skills in your toolkit, you'll be better equipped to succeed in whatever you choose to do, including making a difference in the world! Whether you choose to volunteer, start a social enterprise or innovate a solution to a pressing issue, the expertise you gain through the Tech for Good badge will support you on your world-changing journey.

In the Campaigns

Stay on the lookout for the Tech for Good badge icon in each service-learning campaign for your opportunity to create a greater impact while you develop your digital skills!

WE Schools Kit on OneNote

What makes the WE Schools Kit even better? Having it all available digitally and online with Microsoft OneNote! This app is your best companion for your adventure in changing the world. Download the WE Schools Kit on Microsoft OneNote at **WE.org/WeSchoolsKit**.
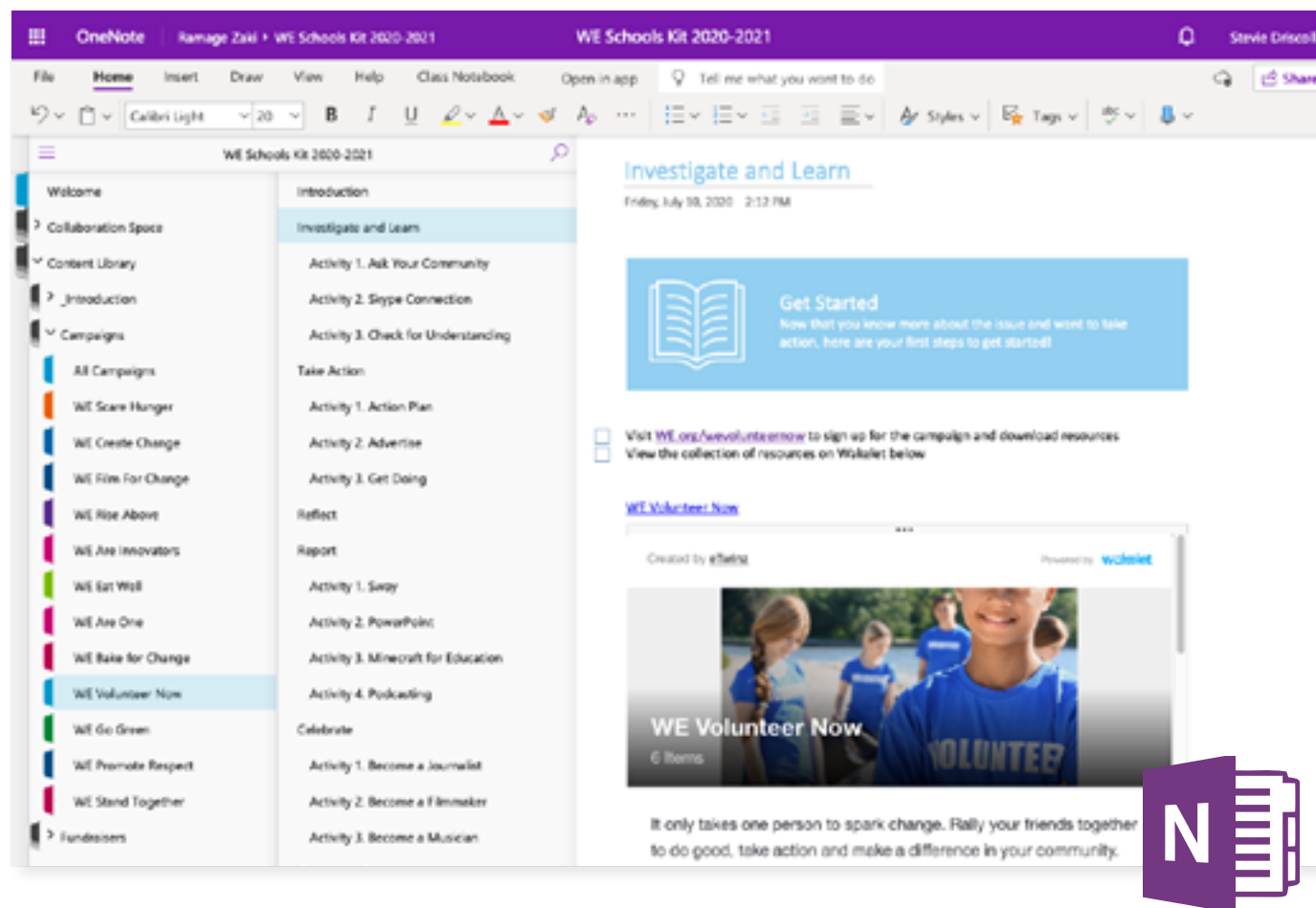
Access from Anywhere

You'll never have to worry about forgetting a pen and notebook with OneNote. With 24/7 access from any type of device, you're always prepared!

Collaborate with the Class

Easily accessible for all students to share their ideas, OneNote makes the perfect digital meeting space where you can see everyone participate in real-time. With an infinite canvas to expand on your notes or present to the class, you can improve your work and organize all your action plans. Plus, it will automatically save all your notes!

Personalize It

Everyone has a different learning style, so make the most of your kit by personalizing it the way you want. Through OneNote, you can type your own notes or—if you have a touch-screen device—you can hand write your thoughts, mark-up, annotate and even sketch out your big, world-changing ideas!

New: Immersive Reader

The new Immersive Reader makes it easier for you to read the curriculum in OneNote, whether you have dyslexia or just want an easier reading experience.

Theme: Education

WE stand together

Strengthen ties between Indigenous and non-Indigenous people in Canada.

Theme

EDUCATION

SDG Connection

10 REDUCED INEQUALITIES

Skills

INFORMATION LITERACY: ACTIVE LISTENING

REFLECTION: QUESTIONING ASSUMPTIONS AND STEREOTYPES

TEAM BUILDING: LEADERSHIP SKILLS

SOCIAL AND EMOTIONAL LEARNING: SELF-AWARENESS

Learning + Dialogue = Reconciliation

By acting today, we can pave the way to a more understanding future. Let's strengthen the ties between all people across Canada by opening and engaging in the dialogue on the relationship between Indigenous and non-Indigenous people.

With WE Stand Together, start the important dialogues in your school and community to build new, stronger bonds between Indigenous and non-Indigenous people. Use the connection points in this campaign to learn more about the many social injustices faced by Indigenous peoples today.

FACT:

Seventy-three percent of First Nations' water systems are at high or medium risk of contamination.

Campaign in Action

Standing up for something you believe in can be difficult to do—now try it on skates! The students at D'Arcy McGee High School didn't back down from the challenge, as they took to the Rideau Canal on a wintery day with posters to educate the public on the issue of access to clean, safe drinking water in Canadian First Nations communities. Prior to hitting the ice, students from the ME to WE Club teamed up with the Peace Leaders Group (a group of Indigenous and non-Indigenous students working to spread awareness surrounding Indigenous rights) and stood together speaking at the Have a Heart Campaign at Ottawa City Hall, where they called on politicians to continue to work toward improving access to clean water for all Canadians, especially in First Nations communities, where it is a prominent issue. WE Stand Together and WE Walk (or skate?) For Water never went so well together!

Ways to Take Action

Use connection points to read about Indigenous youth in Canada and learn how you can take action for reconciliation.

Blended Education Idea: Learn about the traditional caretakers of the land in your home area and research the importance of land acknowledgments.

GRADES 4–6

‣ Read and discuss the connection points as a class/group and then share them with the wider school (on the morning announcements, at an assembly, etc.) in an engaging presentation.

‣ Research well-known Indigenous Canadian artists and recreate some of their pieces to be displayed around the school as a reminder of your school's commitment to Truth and Reconciliation.

GRADES 7–8

‣ Set up a talk show, where you host an interview with Indigenous speakers and community leaders to gain knowledge and insight about Indigenous relations in Canada. See if a local news station might come by and record your segment!

‣ Bring your class together to draft a letter to your local MP, advocating for the protection of Indigenous rights in Canada—make your voice heard!

GRADES 9–12

‣ Organize a field trip to a local community centre, museum or art gallery dedicated to Indigenous cultures and teachings. After gaining more knowledge from your visit, celebrate National Indigenous Month during June or on Indigenous Peoples Day (June 21) by organizing an event that brings everyone together.

‣ Seek out an Indigenous speaker who would be comfortable leading a Sacred Circle meditation. Open the invite to the school to participate and charge a small donation fee for every registration.

CLASSROOM RESOURCE
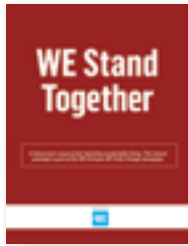
WE Stand Together

With our Classroom Resources, educators can integrate service-based learning into their curriculum to broaden students' understanding of issues they are passionate about. Download the pdf at **WE.org/westandtogether** for lesson plans and ideas on how to explore strengthening ties between Indigenous and non-Indigenous people in Canada.

Grade Levels	1 to 6	7 to 8	9 to 12
Subject Connections	• Language • Social Studies • The Arts • Math • Science and Technology • French • Health/Physical Education	• Geography • History • Social Studies • Health/Physical Education • Language • The Arts • Science and Technology • Math	• Business Studies • Career Studies • Civics/Law • English • Geography • History • Economics • Health/Physical Education • Computer Studies
Learning Goals	• Explore rights, cultures and experiences of Indigenous peoples in Canada. • Make connections between Indigenous and non-Indigenous people in Canada. • Investigate the integral role of Indigenous peoples in Canadian society. • Consider the role Indigenous peoples play, as individuals and as community members, in reconciliation.		
Skills Developed	• Action planning • Organization • Argument formation	• Critical thinking • Reflection • Information literacy	• Leadership skills • Research and writing • Social awareness

Tech for Good Badge

Become future ready by learning and using digital skills.

Keep the conversation going online by posting new info and facts you learn from the connection points, like the importance of Orange Shirt Day and the Canada-Métis Nation Accord. Let us know what you learned by having these conversations about the relationship between Indigenous and non-Indigenous people in Canada. Share your experience using **#WEstandTogether**.

Go further: Create a webpage or online resource to share your learnings. Share this link with friends, family and your community.

WE SCHOOLS
TECH FOR GOOD

Get Doing

STEP 1: Investigate and Learn

The first step in taking action is to learn more about Indigenous cultures and histories. Start by using the Indigenous Issue Card and doing your own research.

CHECKLIST

- ☐ Check out the Indigenous Issue Card
- ☐ Visit **WE.org/westandtogether** for more resources
- ☐ Create an Action Plan
- ☐ Put up posters or share a digital version

- ☐ Watch and share the campaign video
- ☐ Share on social media with **#WEstandTogether**
- ☐ Complete your Campaign Impact Survey
- ☐ Plan your WE DayX or digital assembly

Connection Points for Conversation

Review the connection points available on **WE.org/westandtogether** with your group. Take time to read and discuss them with one another and use them to engage further on Indigenous cultures and histories.

What connection points initiated the most conversation? Did any surprise or inspire you to take action?

_____

_____

_____

Choose a few connection points to research further with your group.

_____

_____

_____

_____

▸ If you have firsthand experience in any of the topics, consider how you can share that perspective with others. If you don't have that experience, research ways to learn from someone who does by hosting a speaker at your school, sharing relevant documentaries or video clips online, visiting an Indigenous centre or connecting with an organization to address a particular topic.

▸ Remember that each First Nation, Métis and Inuit community has their own distinct culture, history and perspective, and no one Indigenous centre or speaker is representative of the experiences of all Indigenous peoples. But reaching out to learn more is a great entryway to further discussions and exploration.

STEP 2: Action Plan

Now that you have been introduced to issues important to the relationship between Indigenous and non-Indigenous people in Canada, you can set a goal for your group.

SET YOUR GOAL

How will you spread awareness? _____

_____

What is your goal? _____

How will you measure it? _____

What is your plan to engage others in your campaign? _____

_____

When will you run your campaign? _____

How many connection points will you plan to dive deeper into? _____

How many connection points will you share with your school and social media community? _____

How will you incorporate your connection points into your campaign? _____

_____

Assign Roles

Use the chart below to organize the tasks that you think are necessary for promoting, planning and completing your WE Stand Together campaign.

Task	Group Member(s) Responsible
Making school announcements or sharing online	
Visiting homerooms to speak about your campaign	
Putting up posters or sharing a digital version	
Posting on social media	
Reaching out to Indigenous speakers or performers	
Share relevant documentaries or video clips with your group	

STEP 3: Take Action

Every conversation started, connection made and culture celebrated helps lead to reconciliation. Reach out and get your community involved to help spread awareness, and lead to a more understanding tomorrow.

Tip: Don't forget to celebrate National Indigenous Peoples Day on June 21!

Don't forget to share your pictures, connections and updates on social media with #WEstandTogether.

Reflect

How did the connection points help you develop deeper connections around the relationship between Indigenous and non-Indigenous people in Canada?

How has your perspective changed since you began this campaign? What did you learn?

How will you and your group continue your impact in strengthening the relationship between all Canadians? (E.g., acknowledging the land before school announcements.)

STEP 4: Report and Celebrate

Report

How did you do with your goal? _____

_____

_____

What is a connection point you would want to add to strengthen the relationship between all Canadians? _____

_____

_____

Is there anything you would do differently next time? _____

_____

_____

Has your educator filled out an Impact Survey from the WE Schools Teachers Hub? _____

Celebrate

Make sure you celebrate and share the success of your campaign, and reward yourselves for all your hard work.

- ☐ Share photos of your actions with your school, community and on social media.
- ☐ Record the highlights of your event day and create a video.
- ☐ Celebrate impacts through a class party, online assembly or WE DayX.

THANK EVERYONE WHO SUPPORTED YOUR CAMPAIGN!

Use this space to brainstorm fun ideas to celebrate your impact. (E.g., host a school assembly or virtual party.)

Posters

Design your own posters with welcome messages and symbols from your Indigenous culture and/or Indigenous cultures in your community. These posters can be put up in spaces where people will be participating in conversations through WE Stand Together or posted on online learning platforms or on social media. To get started, download the poster below at **WE.org/westandtogether**.

Indigenous cultures and languages in the community: _____

_____

_____

How to say "welcome" or "hello" in these languages: _____

_____

Cultural symbols to include: _____
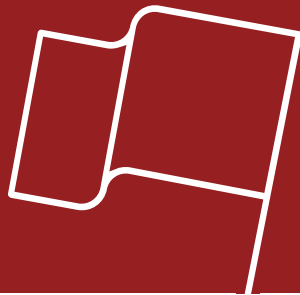
_____

Welcome
Aaniin • Tawâw • Kuei

Peetigway • Tunngasugit • Dahooja
Mahsi • Pjila'si • Wa'tkwanonhwera:ton

Social Media Graphics

There are more than 634 First Nations governments, roughly half of which are located in Ontario and British Columbia

WE stand together

34% of First Nations women and girls live in poverty

WE stand together

61% of people with an Indigenous background, or about 850,000 individuals, identify as First Nations people

WE stand together
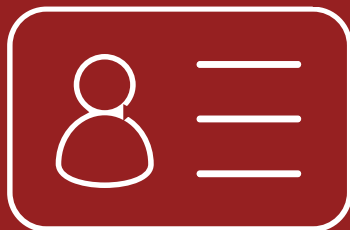
Many First Nations believe everything is connected— the spirit world is connected to the mortal world; the sea is connected to the land; the sky is connected to the land

WE stand together

Find More Online

Visit **WE.org/westandtogether** for more stats, information and downloadable posters and infographics to help you make a difference. Plus, don't forget to share these on social media with **#WEstandTogether**.

Theme:
Social Vulnerability

WE scare hunger

Collect canned goods for local food banks.

Theme

SOCIAL VULNERABILITY

SDG Connection

2 ZERO HUNGER

Skills

▶ ACTION PLANNING: CREATING A WORKING PLAN

▤ ORGANIZATION: PLANNING AND RUNNING MEETINGS

👥 LEADERSHIP SKILLS: PUBLIC SPEAKING

♡ SOCIAL AND EMOTIONAL LEARNING: ETHICAL RESPONSIBILITY

Hunger + Food Drive = Impact

When people have access to food and achieve food security, they can thrive and lead healthier lives. But what happens when parents cannot afford to feed their families? Because groceries are sometimes the only flexible item in a tight budget, families are often forced to cut down on their food intake in order to afford other necessities. Families that have to make these kinds of trade-offs—whether through simply eating less or eating less healthy foods—are food insecure. Food insecurity is primarily about the struggle to afford food.

Together, we can change the narrative and empower people struggling with hunger with the resources to feed their families. Take part in WE Scare Hunger to raise awareness on the issue of food insecurity, collect food for local food banks and help create a world where no one goes hungry.

FACT:

1.15 million—or one in six— Canadian children under age 18 are affected by food insecurity.
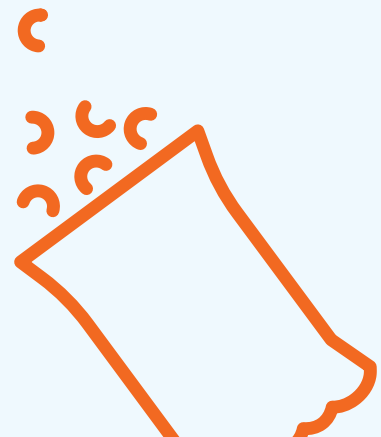
Campaign in Action

Hungry for some good news? We've got just the story to satisfy your craving. James Oneshenko—a superstar student at St. Mary's French Immersion School—took to the streets to help collect more than 200 canned goods for the elementary school's annual WE Scare Hunger food drive. With James' hearty contribution among those of his peers, Ms. Palmer's class collected the most cans over the course of the 10-day drive. A whopping 1,700 nonperishable items were collected by the school community and donated to Harvest Algoma, where food resource coordinators were thrilled to accept every bit of the delicious donation.

Ways to Take Action

Go trick-or-treating for canned goods on Halloween!

Blended Education Idea: If trick-or-treating is not possible or your class is not doing a food drive because of COVID-19, call your local food bank ask how you can support best. Maybe they need food donations to be dropped off at a certain time or would prefer just online financial donations. Use social media to raise awareness about how people can donate safely or start a fundraising page so they can purchase what is needed the most.

GRADES 4–6

▸ Research online to learn more about hunger and how it affects your local community. Create visual posters to post around your school to share all the interesting facts you've learned!

▸ Host a Food Drive Lottery at your school, where every food item donated will earn your class one ballot in the lottery! Work together with your teacher to come up with a great prize (maybe a pajama party, movie day, pizza lunch, etc.) and get everybody in on the foodie fun!

GRADES 7–8

▸ Research online and contact local food banks to learn what they are most in need of, such as personal hygiene products and baby products.

▸ Look into different food-sharing initiatives in your community and learn how you or your class can become involved. A great place to start is Olio—an incredible startup that connects community members and local businesses so that extra food can be shared instead of thrown away!

GRADES 9–12

▸ Volunteer with your class or school group at a food bank. Help sort, pack and store donations, and learn about the important role food banks play in your community.

▸ Start a biweekly after-school Sandwich Patrol, where students can come together after the bell to work together making delicious brown bag sandwich lunches and then head downtown with a teacher to personally deliver them to individuals you see struggling in your community. In the colder months, maybe pack along some warm winter accessories to pair with the sandwiches!

CLASSROOM RESOURCE
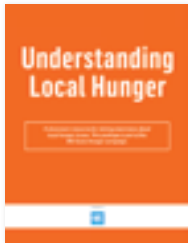
Understanding Local Hunger

With our Classroom Resources, educators can integrate service-based learning into their curriculum to broaden students' understanding of issues they are passionate about. Download the pdf at **WE.org/wescarehunger** for lesson plans and ideas.

Grade Levels	Subject Connections	Learning Goals	Skills Developed
1 to 6	• Social Studies • Health and Physical Education	• Determine the difference between a need and a want. • Explore what hunger looks like and feels like. • Learn about organizations that provide support for those affected by hunger.	• Action planning • Research and writing • Argument formation • Organization • Reflection • Information literacy • Critical thinking • Leadership skills • Social awareness
7 to 8	• Health and Physical Education • Geography • Math	• Explore facts and myths about hunger. • Identify the causes and effects of hunger. • Learn about organizations that provide support for those affected by hunger.	
9 to 12	• Social Sciences and the Humanities • Canadian and World Studies	• Determine the characteristics of a sustainable community. • Explore facts and myths about hunger. • Identify the causes and effects of hunger. • Learn about organizations that provide support for those affected by hunger.	

Tech for Good Badge

Become future ready by learning and using digital skills.

Research online for local food banks and share your findings by creating an app, shareable link or accessible online resource for your community to find drop-off sites for donations. Rally with your classmates to donate non-perishable food items and canned goods to each location and help ensure no family goes hungry. Remember to share your experience on social media using **#WEscareHunger**.

Go further: Create a network or online directory of drop-off site locations where you can add additional locations as you go.

WE SCHOOLS
TECH FOR GOOD

Get Doing

STEP 1: Investigate and Learn

Dive into the issue of hunger by researching the causes and effects of it across the country, using the Hunger Issue Cards. Explore the issue further by focusing on how it affects your community. Reach out to local food banks to learn more about the services they provide, what they need to support the people who use them and how you can help.

CHECKLIST

- ☐ Check out the Hunger Issue Card
- ☐ Download your action plan online at **WE.org/wescarehunger**
- ☐ Put up posters or share a digital version
- ☐ Watch and share the campaign video

- ☐ Visit **WE.org/wescarehunger** for videos, additional resources
- ☐ Share on social media with **#WEscareHunger**
- ☐ Complete your Campaign Impact Survey
- ☐ Plan your WE DayX or digital assembly

What did you learn?

How does your local food bank provide support to the people that use it? _____

_____

What items do they need most? _____

_____

When do they need donations the most? _____

_____

How have people's needs changed this past year? How can you support those needs at your local food bank?

_____

_____

How will you collect and drop off your donations? _____

_____

What are other ways you can help your local food bank? (E.g., sorting donations.) _____

_____

What are some local food sharing and waste reducing initiatives that exist in your community? How can you participate?

_____

STEP 2: Action Plan

Now that you've learned more about hunger, set a goal for your food drive.

SET YOUR GOAL

How many group members will be collecting food? _____

_____

What is each group member's personal goal? (E.g., one full bag per person.) _____

_____

Start date and last day (e.g., from Thanksgiving to Halloween): _____

_____

Items/pounds of food: _____

Assign Roles

Decide who will be responsible for each task to make sure your campaign goes smoothly.

Task	Group Member(s) Responsible
Distributing WE Scare Hunger cards in your school or community	
Making morning announcements	
Putting up posters	
Posting on social media	
Planning trick-or-treating routes	
Contacting local food banks	
Weighing and recording food donations	
Asking a local Ford dealership to help with food pickup/drop-off	

STEP 3: Take Action

It's time to get out there and get doing! Whether you're hosting a food drive at school, trick-or-treating for canned goods or doing an online fundraiser, you are helping scare away hunger in your community. And that is pretty cool.

> *Tip: For each day of your food drive, create a theme or wish list to ensure you collect a variety of needed foods.*

f 𝕏 👻 📷   **Share your pictures, progress and success on social media with #WEscareHunger.**

Reflect

How did your group do with its goals?

Did you run into any challenges? How did your group overcome those challenges?

Was your community willing to get involved?

Is there anything you would do differently next time?

What can you do to continue to help reduce food waste in your home?

How are you continuing to create an impact in your community?

STEP 4: Report and Celebrate

Report

How many students from your school donated food? _____

What was your final total (in pounds of food or number of items)? _____

Which food bank did your group donate your collected goods to? _____

How many days did your campaign last? _____

Has your educator filled out an Impact Survey from the WE Schools Teachers Hub? _____

Celebrate

Make sure you celebrate and share the success of your campaign, and reward yourselves for all your hard work.

- ☐ Share photos of your actions with your school, community and on social media.
- ☐ Record the highlights of your event day and create a video.
- ☐ Celebrate impacts through a class party, online assembly or WE DayX.

THANK EVERYONE WHO SUPPORTED YOUR CAMPAIGN!

Use this space to brainstorm fun ways to thank those who participated. (Eg., host a school assembly or virtual party.)

Cards

Photocopy these cards or download and print them from **WE.org/wescarehunger**. Fill in the dates of your drive and the items the food bank needs most.

To distribute along your trick-or-treating route:

WE scare hunger

On Halloween, I will be collecting non-perishable food for our food bank. Any and all donations are appreciated, but we're especially interested in:

_____

_____

_____

_____

Thank you!
WE.org/wescarehunger

To distribute in your school:

WE scare hunger

FROM: _____ TO: _____

We are hosting a food drive! All donations are appreciated, but we're especially interested in:

_____

_____

_____

_____

Thank you!
WE.org/wescarehunger

Labels

Use this label to decorate your food collection box.

WE scare hunger

Thank you! **WE.org/wescarehunger**

We are hosting a food drive for our local food bank. We appreciate your participation in donating what you can. The items we are most in need of are:

_____

_____

_____

Social Media Graphics

1 in 8 people who access Canadian food banks are currently employed

WE scare hunger
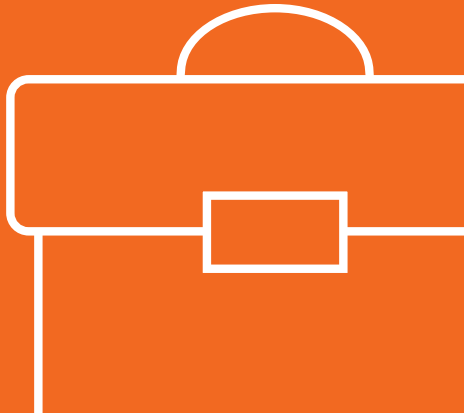
34.1% of Canadian food bank users are children

WE scare hunger

57.4% of Canadians accessing food banks receive provincial social assistance

WE scare hunger

5,570,329 meals and snacks were served by Canada's food banks in 2019

WE scare hunger

Find More Online

Visit **WE.org/wescarehunger** for more stats, information and downloadable posters and infographics to help you organize an epic food drive. Plus, don't forget to share on social media with **#WEscareHunger**.

WE volunteer now

Organize a volunteer activity with your friends.

Theme

SOCIAL VULNERABILITY

SDG Connection

🔟 REDUCED INEQUALITIES

Skills

💬 REFLECTION: COMPASSION

⚙️ CRITICAL THINKING: ANALYZING AND EVALUATING INFORMATION

💗 SOCIAL AND EMOTIONAL LEARNING: DEEPENING EMOTIONAL INTELLIGENCE

👥 LEADERSHIP SKILLS: CONFLICT RESOLUTION

Volunteering + Youth Empowerment = Change

Volunteering is not only a great way to help make the world a better place for everyone to live in, it feels good too! Encourage everyone around you to volunteer their time or skills for an important cause. It only takes one person to start doing good to inspire everyone to do the same.

With WE Volunteer Now, motivate the people around you to do good, take action and make a difference in your community! It takes just one person to make a change.

FACT:

Volunteering has been shown to improve personal sense of belonging, inclusivity and overall well-being.
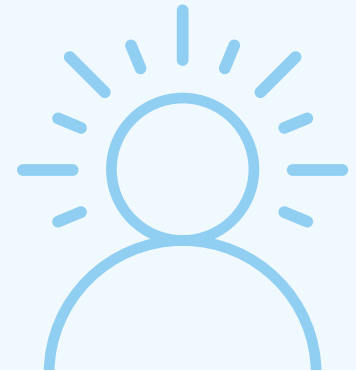
Campaign in Action

Anne Frank once said, "How wonderful is it that nobody need wait a single moment before starting to improve the world." The students at San Juan North Secondary School truly embodied this quote through WE Volunteer Now by not only improving the physical appearance of a property, but, more importantly, improving the day of the residents of a seniors' home. Students travelled to the local seniors' residence to give the compound a much-needed makeover, followed up by a day of entertainment and celebration with fellow residents, school staff and administration. Students fundraised over $450 for food and drink for the fiesta, which was, of course, in addition to the most impactful donation of all—their time and their kindness. Way to go world-changers!

Ways to Take Action

Rally your group to volunteer at a homeless shelter to serve meals to your community.

Blended Education Idea: Volunteering doesn't mean you physically need to complete a task in-person: there are lots of ways to volunteer your time online like supporting organizations with your social media skills, creating digital art or editing content.

GRADES 4–6

- Learn about important issues that are affecting your community by doing research and then discuss what you can do to help. Commit to one of the strategies discussed as a class and set realistic goals for taking action.

- Visit a seniors' home to learn from and engage with the people in your community. Share your experiences with your family to get them excited about donating some of their time to people who are in need.

GRADES 7–8

- Research soup kitchens and other resources in your community that provide prepared food to those in need. Offer your skills as cooks or servers for a day, or on a regular basis.

- Organize a clothing and personal hygiene drive for those in need. Create posters for your school and community, requesting donations of gently used clothing and personal hygiene products such as deodorant, mouthwash, tissues, etc. Create packages to be distributed in your community or dropped off at a shelter.

GRADES 9–12

- Investigate different volunteering initiatives in your community and put together an application to become involved. Journal about your experiences volunteering and share these experiences with your peers to get them excited about getting involved in a cause they care about.

- Apply to be a participant on a ME to WE Trip and take your skills overseas to help build a school or assist with a community farm. Take lots of pictures and be prepared to share your experiences with everyone back at home!

CLASSROOM RESOURCE

Volunteerism: A Growing Movement

With our Classroom Resources, educators can integrate service-based learning into their curriculum to broaden students' understanding of issues they are passionate about. Download the pdf at **WE.org/wevolunteernow** for lesson plans and ideas to learn more about the power of volunteerism.

Grade Levels	Subject Connections	Learning Goals	Skills Developed
1 to 8	• Language • Social Studies	• Learn about the history and importance of volunteerism in Canada. • Research and discover an organization to volunteer with, or plan your own volunteer experience. • Understand and demonstrate ways to spread awareness.	• Action planning • Research and writing • Argument formation • Organization • Reflection • Information literacy • Critical thinking • Leadership skills • Self-awareness
9 to 12	• English • Social Sciences and the Humanities • Canadian and World Studies		

Tech for Good Badge

Become future ready by learning and using digital skills.

Create an online survey where people can be invited to express what causes they care about and learn about potential volunteer opportunities. Use data from the survey to organize an event that targets an issue that many are passionate about and pull people from the survey to work as volunteers at the event! Don't forget to invite us by tagging **#WEvolunteerNow**!

Go Further: Follow the event with an additional survey inviting participants to share their experiences volunteering, and share this information at a school-wide assembly to keep the ball rolling!

WE SCHOOLS
TECH FOR GOOD

Get Doing

STEP 1: Investigate and Learn

What local issues are you and your group passionate about? Before taking action, learn more about the issues you care about and research which organizations you would like to volunteer for. Feel free to start with the Exploring Issues activity to see what issues are affecting communities across the country and spark your do-good action.

CHECKLIST

- ☐ Check out the Issue Cards
- ☐ Create an Action Plan
- ☐ Visit **WE.org/wevolunteernow** for resources
- ☐ Put up posters or share a digital version
- ☐ Watch and share the campaign video
- ☐ Print out and distribute the resources

- ☐ Share on social media with **#WEvolunteerNow**
- ☐ Plan your WE DayX or digital assembly
- ☐ Complete your Campaign Impact Survey
- ☐ Complete your Tech for Good badge survey

What did you learn?

What local issues are you passionate about? _____

_____

What local organizations would you like to volunteer for? _____

_____

What value would you bring to an organization as a volunteer? _____

_____

Now zone in on your own community!

Learn about the issues in your own backyard by taking a walk around your neighbourhood and mapping out the issues. Download the Community Mapping activity at **WE.org/weschoolskit**.

What organizations or businesses have been impacted the hardest by COVID-19 and how can you help?

_____

What social issues are apparent in your local community? What issues were you most surprised by? _____

_____

How can you help address these issues? _____

STEP 2: Action Plan

You can plan multiple small volunteer actions throughout your school and community or put all your effort into planning one big event! Remember volunteering doesn't have to be in-person and should not put yourself or others at risk. Practice safe social distancing and decide your goal.

SET YOUR GOAL

What will your volunteer action be? _____

_____

When will you hold your volunteer week or event? _____

How will you be measuring how much you volunteer? (E.g., hours, actions, events.) _____

More people means more impact! How will you rally together and increase participation in your campaign?

_____

_____

Create a Timeline

Create a timeline to help plan your actions! Plot the steps your group will take to gear up for your volunteer actions around the school or community, including how you will rally people together to participate.

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

Materials List

What supplies will you need?

STEP 3: Take Action

It's time to take action! Rally your friends and community members together to do good. By volunteering, you will be making a positive difference not just in your community but also in your own life!

> *Tip: Get creative and find a fun way to rally people together such as making a catchy name to raise awareness or hosting an event online or in-person!*

f 🐦 👻 📷   **Share your pictures, progress and volunteer actions on social media with #WEvolunteerNow.**

Reflect

How did it feel to help others? Do you feel like you had an impact?

_____

_____

_____

_____

_____

Why is it important to ask others to join you?

_____

_____

_____

_____

How will you take your volunteer actions further or continue your actions?

_____

_____

_____

_____

STEP 4: Report and Celebrate

Report

How many different activities did you plan? _____

How many people did you get involved in volunteer actions? _____

How many hours, on average, did each person volunteer? _____

How have your thoughts on volunteering changed? _____

_____

_____

_____

Has your educator filled out an Impact Survey from the WE Schools Teachers Hub? _____

Celebrate

Make sure you celebrate and share the success of your campaign, and reward yourselves for all your hard work.

☐ Share photos of your actions with your school, community and on social media.

☐ Record the highlights of your event day and create a video.

☐ Celebrate impacts through a class party, online assembly or WE DayX.

THANK EVERYONE WHO SUPPORTED YOUR CAMPAIGN!

Use this space to brainstorm fun ideas to celebrate your impacts. (E.g., host a school assembly or virtual party.)

Volunteer Profiles

You've pulled together an all-star team for WE Volunteer Now. Have your teammates sit down and design their own volunteer profile cards and pin them on a bulletin board or post online to share your talents and motivations with each other. You can download these cards at **WE.org/wevolunteernow**.
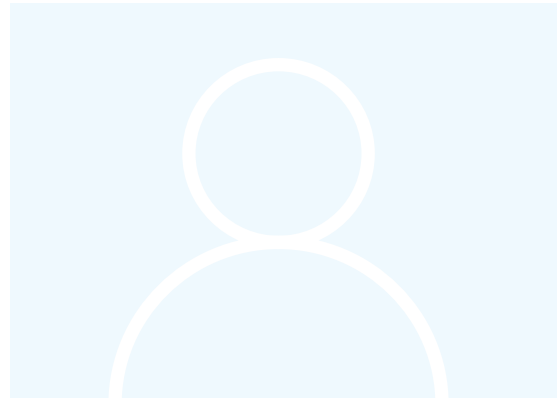
WE volunteer now

NAME:

MY VOLUNTEER TALENT:

I VOLUNTEER BECAUSE:

WE volunteer now

NAME:

MY VOLUNTEER TALENT:

I VOLUNTEER BECAUSE:

Social Media Graphics

26% of Canadians who don't volunteer haven't because they believe they lack the skills or knowledge, so it's important to encourage others to volunteer by using their own skills or providing opportunities for them to learn new skills

WE volunteer now

A Canadian study showed that people who were involved in community activities during childhood or adolescence were more likely to be involved in a variety of civic activities as adults

WE volunteer now

Volunteerism improves health by strengthening the body, improving mood, and lessening stress

WE volunteer now

58% of Canadian youth between the ages of 15-24 reported doing volunteer work in the last year

WE volunteer now
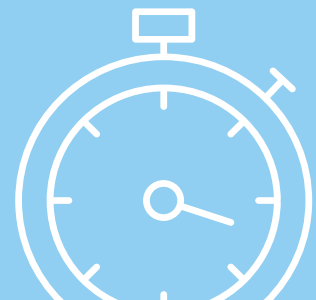
Find More Online

Visit **WE.org/wevolunteernow** for more stats, information and downloadable posters and infographics to help you make a difference. Plus, don't forget to share these on social media with **#WEvolunteerNow**.

Theme: Equity and Human Rights

WE are one

Create a more inclusive world using technology.

Theme

EQUITY AND HUMAN RIGHTS

SDG Connection

10 REDUCED INEQUALITIES

Skills

INFORMATION LITERACY: ACTIVE LISTENING

CRITICAL THINKING: ANALYZING AND EVALUATING INFORMATION

ARGUMENT FORMATION: BRAINSTORMING

SOCIAL AND EMOTIONAL LEARNING: COMPASSION

Inclusion + Technology = Impact

An inclusive world where everyone can participate is possible when we use technology and design to create accessible tools, services and experiences. Disabilities aren't always visible, and inaccessible barriers aren't always noticeable either. Situations like cluttered hallways, stairs-only access and uncaptioned videos make it difficult for people with disabilities to be included. That's why it's important that our environments are accessible so everyone can benefit. By taking part in the WE Are One campaign, you can use your skills and explore ways you can make your school and community more inclusive.

FACT:

One in seven Canadian adults currently lives with a mobility, vision or hearing disability. Providing universal access to safe, inclusive and accessible public spaces ensures that everyone is able to participate and live to their full potential.
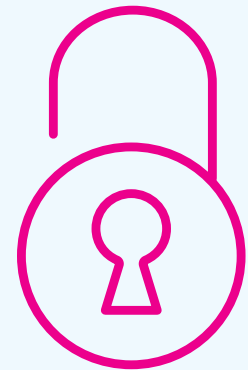
Campaign in Action

Adding different communication strategies to your personal toolkit is something that is not only beneficial for your own growth and development, but also serves to help make the world a more inclusive place. Scott Young Public School students and staff mobilized this idea and learned the Canadian national anthem in American Sign Language (ASL) as their chosen WE Are One action! In choosing to take the time to learn ASL, students and staff have demonstrated their dedication to promoting inclusivity, acceptance and respect for the diverse abilities and needs of their school community. Looks like the signs are pointing to an inclusive future!

Ways to Take Action

Create a solution using technology that makes your school or community more inclusive.

Blended Education Idea: Making communities more inclusive has never been more important than ever as people continue to see the impact on the way people learn, move around and work. Start a classroom chat whether online or in-person about ways we can alleviate the stresses of education on fellow school community members and families.

GRADES 4–6

▸ Have a discussion with your class about what inclusion means and discuss whether your school is an inclusive environment. Choose a space in your school—classroom, washroom, gymnasium, library, etc.—and create an illustration of what the space might look like in an ideal inclusive world!

▸ Create a classroom code for inclusivity and have all your classmates sign it. Post it in the classroom, in a space where everyone can see and be reminded of their commitment to creating an inclusive space for all!

GRADES 7–8

▸ Create a dynamic online space or presentation to educate your classmates about how inclusive design results in services, experiences and spaces that benefit everyone. Share technological solutions you brainstormed at a school assembly and invite fellow classmates to get involved!

▸ Connect with an individual, fellow classmate, teacher, etc. who experiences barriers on a daily basis as a result of a disability. Interview them and share your learning with your peers, in an effort to build knowledge and share understanding to improve the spaces we occupy for all.

GRADES 9–12

▸ Explore an area near your school and identify any barriers to accessibility that you encounter. Take a camera along to photograph these spaces. Investigate ways in which technology can provide solutions and mitigate these barriers.

▸ Brainstorm a potential product or service that may benefit someone with a disability. Investigate ways in which you may access this product or service and hold a fundraiser to make it a reality!

CLASSROOM RESOURCE

Creating an Inclusive World

With our Classroom Resources, educators can integrate service-based learning into their curriculum to broaden students' understanding of issues they are passionate about. Download the pdf at **WE.org/WEareOne** for lesson plans and ideas to explore how communities can become places where everyone feels welcome.

Grade Levels	Subject Connections	Learning Goals	Skills Developed
6 to 8	• Language • Science and Technology • Social Studies	• Understand how the use of language affects the creation of an inclusive society. • Explore the role technology plays in making community experiences, services and spaces more inclusive. • Learn about existing technologies and solutions that can increase accessibility.	• Action planning • Research and writing • Argument formation • Organization • Reflection • Information literacy • Critical thinking • Leadership skills • Relationship skills
9 to 12	• English • Science • Social Sciences and the Humanities • Technology		

Tech for Good Badge

Become future ready by learning and using digital skills.

Explore and choose a maker space such as Minecraft to create a model environment—a school, community centre, hospital, apartment building, etc.—where services and accessibility is at the forefront of design. Share your designs with everyone who will listen—maybe even your MPP! Share your ideas with us using **#WEareOne**.

Go further: Found a space that is in need of some updates? Write a letter to your local MPP, your administration or local businesses to make change come to life!

WE SCHOOLS
TECH FOR GOOD

Get Doing

STEP 1: Investigate and Learn

Look around your environment for barriers and inclusive designs. (E.g., tactile blocks on public transportation platforms, stairs-only entrances.)

CHECKLIST

☐ Check out the Accessibility Issue Card

☐ Create an Action Plan

☐ Visit **WE.org/WEareOne** for more resources

☐ Put up posters or share a digital version

☐ Watch and share the campaign video

☐ Print out and distribute the resources

☐ Share on social media with **#WEareOne**

☐ Plan your WE DayX or digital assembly

☐ Complete your Campaign Impact Survey

☐ Complete your Tech for Good badge survey

What did you learn?

What does an accessible world look like to you?

For the barriers and designs you've found, what could you do to improve accessibility for all?

Ways to Learn More

Use the Accessibility Issue Card to learn more about the importance of inclusivity and ways technology can help create more welcoming and safe learning spaces for all.

• Start discussions at school about the importance of accessibility and inclusivity.

• Ask how you can help organizations that serve people with disabilities.

• Connect with people with different abilities to learn about their experiences.

STEP 2: Action Plan

Use the resource Accessibility Mapping Chart on page 96 to help you explore your school or community and take note of things that might pose a barrier. With your findings, discuss and decide which accessibility issues your group will propose a solution to.

SET YOUR GOAL

What barrier will your group propose a design solution to? _____

_____

How will you use technology to design a solution that promotes inclusivity? _____

_____

What forms of technology are available to you that could help with this campaign? _____

_____

How many people would you like to get involved in creating accessible solutions for your school? _____

Who do you plan to present your solution to? _____

When and how will you present your solution? _____

_____

Assign Roles

You've set your goal, now you need to make it happen. Use this chart to organize tasks among group members.

Task	Group Member(s) Responsible
Making school announcements	
Posting on social media	
Putting up posters around the school	
Researching facts	

STEP 3: Take Action

Use a digital presentation tool, such as Microsoft Sway, to create a presentation that clearly explains the benefits of your inclusivity solution. Organize your notes from the previous sections and use them to help address the questions below during your presentation.

☐ Who is currently using this space or resource? Who is unable to use this space or resource?

☐ What is the issue? Why is it important to remove or resolve this issue?

☐ What is the technological solution? What benefits does it offer?

☐ What will the solution require (installation time and costs, training for equipment, etc.)?

☐ How will your group offer assistance (volunteering, fundraising for costs, etc.)?

Tip: Track and share your progress from start to finish while you and your team help to create a more inclusive space. Share with your peers and greater community to show others how doable it is to make positive impact and inspire them to do the same!

f 🐦 👻 📷 **Share your pictures, progress and design solutions on social media with #WEareOne.**

Reflect

Did you run into any problems when implementing your solution? How did you overcome them? _____

_____

Why do you think accessibility and inclusivity often go unnoticed? _____

_____

How can we help others learn to recognize our shared responsibility for making spaces accessible? _____

_____

How can we ensure inclusivity when thinking about the impact of COVID-10 on communities? What might people need? _____

_____

Were you able to put your inclusive design solution into place? _____

_____

Where else could you put your design solution? _____

STEP 4: Report and Celebrate

Report

How many people helped in implementing the solution? _____

How many people did you reach with your presentation? _____

How did you use technology to envision a solution and take action for inclusivity? _____

_____

_____

What were the results of your design solution? _____

_____

_____

Did you collaborate in-person, digitally or a mixture of both to plan? How was that experience? _____

_____

_____

Has your educator filled out an Impact Survey from the WE Schools Teachers Hub? _____

Celebrate

Make sure you celebrate and share the success of your campaign, and reward yourselves for all your hard work.

☐ Share photos of your actions with your school, community and on social media.

☐ Record the highlights of your event day and create a video.

☐ Celebrate impacts through a class party, online assembly or WE DayX.

THANK EVERYONE WHO SUPPORTED YOUR CAMPAIGN!

Use this space to brainstorm fun ways to thank those who participated. (E.g., host a school assembly or virtual party.)

Accessibility Mapping Chart

What do you see that might be a sign of an accessibility issue? Take a walk and note down problems and solutions to what you see. Photocopy and use this chart or download it from **WE.org/WEareOne**.

Issue	Location of Issue	Details of Issue	Possible Solutions
Visual Accessibility E.g., crowded hallways, uneven walking areas, lack of tactile blocks or texture tape and other physical markers in dangerous areas such as stairs, lack of accessible colours on school website			
Hearing Accessibility E.g., lack of volume control, improper lighting, inconsistent visual signals, option for visual feedback, live captioning			
Mobility Accessibility E.g., lack of designated accessible areas such as lunch tables, lack of accessible computer keyboard and other controls, accessible handles and switches, heavy doors without an automated option			
Other Accessibility E.g., lack of benches or railings, unclear signs, lack of available help or aids, unclear instructions, inaccessible colours, inaccessible communal areas such as the cafeteria, lack of assistive technology			

Social Media Graphics

1 in 5 Canadians age 15 and older has a disability

WE are one

23% of women with disabilities live in poverty

WE are one
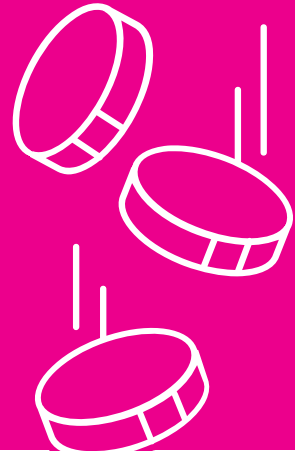
Employers experience higher staff retention when hiring people with disabilities

WE are one
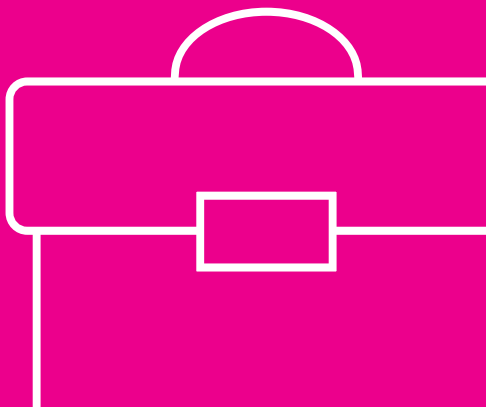
90% of Canadians know at least one person with a disability

WE are one

Find More Online

Visit **WE.org/WEareOne** for more stats, information and downloadable posters and infographics to help you create a more inclusive world. Plus, don't forget to share these on social media with **#WEareOne**.

WE bake for change

Host a bake sale to raise money for WE Villages.

Theme

EQUITY AND HUMAN RIGHTS

SDG Connection

12 RESPONSIBLE CONSUMPTION & PRODUCTION

Skills

▷ ACTION PLANNING: CREATING A WORKING PLAN

📋 ORGANIZATION: BUDGETING

👥 LEADERSHIP SKILLS: PUBLIC SPEAKING

♡ SOCIAL AND EMOTIONAL LEARNING: SELF-MANAGEMENT

Food + Bake Sale = Change

Let's make the world a sweeter place for all. With WE Bake For Change, bake treats to fight food insecurity and fundraise for a WE Villages partner community. You can empower families around the world with the tools to feed themselves and their children with every baked good you make!

FACT:

Between now and 2050, the global population is projected to rise from about 7 billion to 9.2 billion, demanding a 60 percent increase in global food production.

Campaign in Action

There is no sweeter news than the mobilization of baked goods for a great cause! Students and staff at Warnica Public School have been rolling up their sleeves and getting (ovens) fired up over improving access to education globally through WE Bake For Change. With every sweet and savoury sale, they are working toward raising funds dedicated to raising literacy rates and getting students in classrooms for as long as they need in order to achieve their goals. According to teachers at the school, students have shown quite a bit of interest in the Human Development Index and country rankings according to the United Nations. The statistics are shocking, and students decided to take a stand or, rather, a spoon. Keep raising that dough!

WE VILLAGES GOAL

Through WE Villages, you can empower your global community with sustainable change.
$50 = One year of healthy lunches for two students!

Ways to Take Action

Plan a bake sale to raise money for WE Villages.

Blended Education Idea: If you are not together for the planning and baking of your action plan, think of ways to connect with your community to auction off cakes or treats using your school's digital platform like Microsoft Teams. Then have the treats delivered or a designate a social distanced pick up location and time. You can also collaborate on a school or classroom digital cooking book that can be purchased online.

GRADES 4–6

▸ Pick a UN Sustainable Development Goal that is close to your heart and bake some cookies that represent the issue in some way. Pair them with a little informative pamphlet that explains your chosen issue and get selling!

▸ Bring in a recipe that is unique to your family or culture to incorporate in a class-wide recipe book. Sell the recipe book (either in print or online) and donate the money to your favourite WE Villages pillar!

GRADES 7–8

▸ Organize a cookie-decorating competition and sell tickets for viewers to come watch the artistic mastery! Donate all proceeds to the winning competitor's cause of choice.

▸ Host a pie-tasting competition in your class! Inquire at a local business to see if they would be willing to sponsor the event and provide a prize donation for the winning pie, which may then be awarded to the winner's chosen cause.

GRADES 9–12

▸ Film a homemade baking video as if you were auditioning to have a show on the Food Network. Share your episode online to help raise awareness about your cause. Link your video to a donation page to collect donations from online supporters.
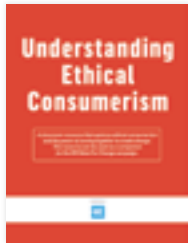
▸ Organize a cake-decorating competition and sell tickets for viewers to come watch the artistic mastery! Donate all proceeds to the winning competitor's cause of choice.

Understanding Ethical Consumerism

With our Classroom Resources, educators can integrate service-based learning into their curriculum to broaden students' understanding of issues they are passionate about. Download the pdf at **WE.org/webakeforchange** for lesson plans and ideas.

Grade Levels	Subject Connections	Learning Goals	Skills Developed
4 to 8	• Social Studies	• Learn why it is important to understand how our food is produced. • Explore what it means to be an ethical consumer.	• Action planning • Research and writing • Argument formation • Organization • Reflection • Information literacy • Critical thinking • Leadership skills • Social awareness
9 to 12	• English • Social Sciences and the Humanities • Business Studies • Arts • Canadian and World Studies		

Tech for Good Badge

Become future ready by learning and using digital skills.

Get your apron out and your TV personality ready! Film a video of yourself baking a new recipe and upload it to your favourite online platforms to spread awareness about your chosen issue. Ask local businesses or community members whether they would be willing to donate for every like received on the video, or match dollars to likes! Share your sweet success with us at **#WEbakeForChange**.

Go further: Start your own channel! Make a new video every month, featuring new recipes and different causes.

WE SCHOOLS
TECH FOR GOOD

Get Doing

STEP 1: Investigate and Learn

Dive into the issue of local and global food security by researching your own facts. Start with the Food Issue Card and use the below questions to guide you.

CHECKLIST

- ☐ Check out the Food Issue Card
- ☐ Visit **WE.org/webakeforchange** for more resources
- ☐ Create an Action Plan
- ☐ Put up posters or share a digital version
- ☐ Watch and share the campaign video

- ☐ Print out and distribute the Creative Resource
- ☐ Share on social media with **#WEbakeForChange**
- ☐ Complete your Campaign Impact Survey
- ☐ Plan your WE DayX or digital assembly

What did you learn?

How many people in Canada are affected by hunger? _____

What does it mean to be food insecure? _____

_____

What are the causes and effects of experiencing food insecurity? _____

_____

How might COVID-19 have impacted food security? _____

_____

Discuss with your group

What stats surprised you or inspired you to take action? _____

_____

_____

_____

What would you like to learn more about? _____

_____

_____

_____

STEP 2: Action Plan

It's time to bake some social good! Before you start your campaign, it's important to set a goal. Use the below questions to help you.

SET YOUR GOAL

How many people will contribute to your bake sale? _____

What allergies or food restrictions do you need to be aware of? _____

_____

When will you hold it? _____

What is your fundraising goal? _____

What social distancing considerations will you need to take into account? _____

_____

Assign Roles

Every group member should have a role based on their individual strengths and passions! Use this chart to keep your group organized and ensure your campaign runs smoothly!

Task	Group Member(s) Responsible
Putting up posters or sharing a digital version	
Posting on social media	
Baking	
Setting up teams	

Materials List

The best way to have a successful event is to make sure you're prepared! Make a list of what you will need. (E.g., money float, etc.)

STEP 3: Take Action

Do you have the recipe for a better world? Yes, you do! Your bake sale will be giving families the ingredients they need to lead healthier, more sustainable lives. Encourage your friends and family to contribute or come out to your bake sale. Every bit of support helps.

> *Tip: Take it one step further and create a digital recipe book for raise even more funds!*

Don't forget to share your pictures, recipes, updates and success on social media with #WEbakeForChange.

Reflect

How did taking action on one issue make an impact on other issues?

Did you run into any problems during your bake sale that you didn't anticipate? How did you solve them?

What did you learn about food security?

How can you continue to raise awareness about your issue?

STEP 4: Report and Celebrate

Report

How many students from your school contributed baked goods to the sale? _____

Approximately how many people from your school or community came out to the event? _____

What was your final fundraising total? _____

Where did you donate it? _____

How many people did you reach by raising awareness for your issue through your campaign? _____

_____

Has your educator filled out an Impact Survey from the WE Schools Teachers Hub? _____

Did you apply for the Baking a Difference Award? _____

Celebrate

Make sure you celebrate and share the success of your campaign, and reward yourselves for all your hard work.

- ☐ Share photos of your actions with your school, community and on social media.
- ☐ Record the highlights of your event day and create a video.
- ☐ Celebrate impacts through a class party, online assembly or WE DayX.

THANK EVERYONE WHO SUPPORTED YOUR CAMPAIGN!

Use this space to brainstorm ideas to thank your supporters! (E.g., school announcements or thank you cards.)

Recipes for Change

Chocolate Marshmallow Magic Bars

Base Ingredients

- 2 cups oats
- ½ cup flour
- ½ cup packed brown sugar
- ½ cup butter, melted

Topping Ingredients

- 1 can regular or low fat sweetened condensed milk
- 1 ½ cups chocolate chips
- 1 cup mini marshmallows

Directions

1. Preheat oven to 350°F (180°C). Grease and line 9" x 13" baking dish with parchment paper, overlapping the two longer sides for easy removal.

2. Base: Combine oats, flour, sugar and melted butter in a large mixing bowl. Mix well. Press mixture into prepared baking dish. Bake in preheated oven 15–18 minutes, until golden.

3. Topping: Pour sweetened condensed milk over hot base. Sprinkle with remaining ingredients.

4. Return to oven and continue baking, 25–30 minutes, until golden and bubbly. Chill about four hours or overnight before cutting into squares.

   Serving size: 36 squares

Double Chocolate Oatmeal Cookies

Ingredients

- 1 cup butter, melted
- 1 cup packed brown sugar
- ½ cup sugar
- 2 eggs
- 1 tsp vanilla extract
- 3 cups oats
- 1 ½ cups flour
- ½ cup cocoa powder
- 1 tsp baking soda
- ½ tsp salt
- 1 cup semisweet chocolate chips

Directions

1. Preheat oven to 350°F (180°C). Line baking sheets with parchment paper.

2. Beat butter and sugars until combined. Add eggs and vanilla. Beat in remaining ingredients.

3. Roll 1 tbsp of dough into a ball and place onto prepared baking sheets, about 2" (5 cm) apart.

4. Bake in preheated oven, 8–10 minutes. Cookies should still be soft to the touch.

5. Remove from oven and let rest on baking sheet for 1–2 minutes until more firm. Transfer to wire rack until cool.

   Serving size: 50 cookies

Social Media Graphics

Approximately 821 million people in the world are hungry
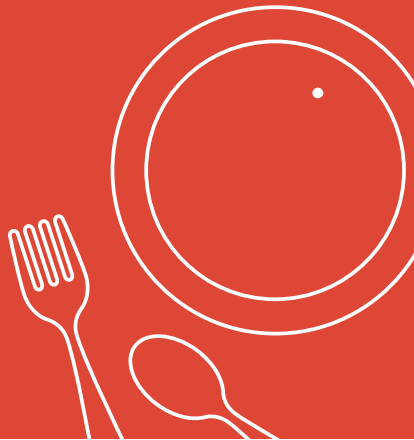
WE bake for change

18.3% of households in Canada accessing food banks are single-parent families

WE bake for change

4 million Canadians are food insecure and struggle to put food on the table

WE bake for change

In March 2019, there were over 1 million Canadians who visited food banks
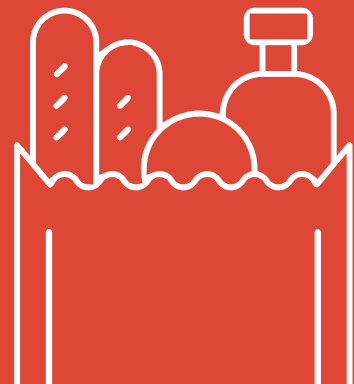
WE bake for change

Find More Online

Visit **WE.org/webakeforchange** for more stats, information and downloadable posters and infographics to help you host an epic bake sale. Plus, don't forget to share these on social media with **#WEbakeForChange**.

WE are silent

Pledge to go silent for global human rights.

Theme

EQUITY AND HUMAN RIGHTS

SDG Connection

10 REDUCED INEQUALITIES

Skills

▶ ACTION PLANNING: CREATING A WORKING PLAN

📋 ORGANIZATION: PLANNING AND RUNNING MEETINGS

👥 LEADERSHIP SKILLS: PUBLIC SPEAKING

♡ SOCIAL AND EMOTIONAL LEARNING: ETHICAL RESPONSIBILITY

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 November 20, 1989, which outlines the civil, political, economic, social, health and cultural rights of children everywhere.

CLASSROOM RESOURCE
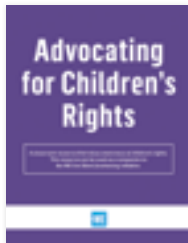
Advocating for Children's Rights

With our Classroom Resources, educators can integrate service-based learning into their curriculum to broaden students' understanding of issues they are passionate about. Download the pdf at **WE.org/wearesilent** for lesson plans and ideas to raise awareness of children's rights issues.

Grade Levels	Subject Connections	Learning Goals	Skills Developed
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	• World Studies		

Get Doing

STEP 1: Investigate and Learn

Learn more about human rights and the issues facing children around the world using the Global Issue Cards, as well as your own research. Find the issue that stands out the most to you and write down a few notes about the things you have learned.

CHECKLIST

- ☐ Check out the Education Issue Card
- ☐ Download your action plan online at **WE.org/wearesilent**
- ☐ Put up posters or share a digital version
- ☐ Watch and share the campaign video

- ☐ Visit **WE.org/wearesilent** for videos, additional resources
- ☐ Share on social media with **#WEareSilent**
- ☐ Complete your Campaign Impact Survey
- ☐ Plan your WE DayX or digital assembly

What did you learn?

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?

_____

_____

_____

_____

STEP 2: Action Plan

Now that you've learned more about education, set a goal for your fundraiser!

SET YOUR GOAL

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 online or in-person for a vow of silence

☐ Fundraise with your school through a silent march

☐ Fundraise and raise awareness through a whiteboard raid (write facts about your issue on all classroom boards the day before your event day)

Which Pillar of Impact will you be fundraising for?

☆ Education	◊ Water	🍃 Food	♥ Health	⚷ Opportunity

What is your fundraising goal? _____

Set Your Date

When will you hold your WE Are Silent initiative? _____

Consider the following dates as you plan. You might choose to kick off your initiative on October 11th, and then use the other dates to build up to one big event on November 20th. Visit **WE.org/wearesilent** to learn more about these dates.

October 11	October 16	October 17	November 20
International Day of the Girl Child	World Food Day	International Day for the Eradication of Poverty	Universal Children's Day

Assign Roles

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
Putting up posters or creating a digital version	
Posting on social media	
Making school announcements	
Sending out digital newsletters	

What materials will you need? _____

_____

_____

_____

STEP 3: Take Action

1. Create a Donation Page

By creating your own GoFundMe Charity 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. Once your main fundraising team page is created, group members will be able to set up their own individual fundraising pages to track their donations.

▸ Go to **WE.org/wearesilent** to start 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 kids around the world.

☐ Visit **WE.org/wearesilent** to download the WE Are Silent event poster.

☐ Share inspiring stories of social change from **WE.org/westories**.

☐ Use **#WEareSilent** and tag **@WEmovement** in all of your WE Are Silent social media posts.

3. 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 kids around the world who are silenced every day due to a lack of access to education, water, health care, food and opportunity. This is for children whose voices go unheard and whose rights are not upheld.

f 𝕏 👻 ◯   **Share your pictures, progress and success on social media with #WEareSilent.**

Reflect

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

Did you run into any problems? How did you overcome them? _____

_____

How many people participated in your event? _____

How much money did you raise toward 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? _____

_____

STEP 4: Report and Celebrate

Report

How many people participated in the campaign? _____

How many people did you reach through the campaign? _____

How many people in your school participated? _____

When did you hold your event? _____

Has your educator filled out an Impact Survey from the WE Schools Teachers Hub? _____

Celebrate

Make sure you celebrate and share the success of your campaign, and reward yourselves for all your hard work.

- ☐ Share photos of your actions with your school, community and on social media.
- ☐ Record the highlights of your event day and create a video.
- ☐ Celebrate impacts through a class party, online 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 GoFundMe or at **WE.org/donate**.

THANK EVERYONE WHO SUPPORTED YOUR CAMPAIGN!

Use this space to brainstorm fun ways to thank those who participated. (Eg., host a school assembly or virtual party.)

Additional Resources

Visit **WE.org/wearesilent** to download helpful campaign assets like social media graphics, donation forms, posters, guidebooks, lesson plans and more!

WE @WEmovement #WEareSilent

Your voice is powerful.

GOAL:

$
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WE are silent))

Pledge to go silent for global human rights and raise money for those whose voices go unheard. Every $50 raised gives one child access to primary education.

We are going silent on:

WE are silent

Student Handbook

Speak up with silence for children's rights. $50 provides access to primary education.

WE are silent

Educator Handbook

Speak up with silence for children's rights. $50 provides access to primary education.

AVAILABLE ONLINE

☐ Student Handbook

☐ Educator Handbook

☐ Social Media Toolkit

☐ Posters

☐ Talking Points

☐ Donation Form

☐ and more!

Speak up with silence

WE are silent))

We're going silent to raise money for children whose voices go unheard and rights are denied. All donations will go toward the WE Villages Education Pillar which empowers a child with a voice by learning the skills and tools they need to create a brighter future for themselves and their community.

WHERE: _____

DATE: _____

OUR GOAL: _____

TEAM NAME: _____

AN INITIATIVE
WE Donate online at: crowdrise.com/wearesilent/

Theme: Environmental Sustainability

WE go green

Rally your friends to reduce waste.

Theme

ENVIRONMENTAL SUSTAINABILITY

SDG Connection

13 CLIMATE HEALTH

Skills

REFLECTION: APPLYING NEW KNOWLEDGE

ARGUMENT FORMATION: INFORMATION GATHERING

LEADERSHIP SKILLS: TEAM BUILDING

SOCIAL AND EMOTIONAL LEARNING: ETHICAL RESPONSIBILITY

Purpose + Sustainability = Change

When we go green together, anything is possible! Whether it's taking a sustainability pledge to reduce plastic waste or starting a garden at your school or community, you have the power to create a greener world for everyone to enjoy.

Watch your actions today grow into incredible transformations tomorrow with WE Go Green. Make an even bigger, greener impact by getting everyone you know involved!

FACT:

To limit global warming to 1.5ºC, global carbon emissions need to fall by a staggering 45 percent from 2010 levels by 2030.
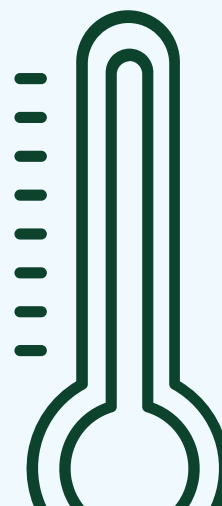
Campaign in Action

Litterbugs beware—we've got a new environmental activist in town! Meet Lyann, a dedicated student and Girl Scout member who has been a very close friend to planet Earth for a long time. She is an advocate for the environment and all creatures that call it home, taking it upon herself to get her classmates going green with a composting program at her school. Teachers consider her a role model to her peers when it comes to environmental responsibility— Lyann brings all her vegetable waste home for composting, brings her own reusable food ware everywhere she goes and frequently participates in outdoor litter raids. Lyann is passionate about protecting the world she lives in and works tirelessly to spread the message of green living to her peers, her teachers and anyone who will listen. Keep your eyes peeled for this green, teen, composting machine!

Ways to Take Action

Take a pledge to reduce your usage of disposable plastics like single-use water bottles.

Sign up at WE.org/wegogreen.

Blended Education Idea: Take part in a classroom challenge where everyone records all of the ways that their families reduced, reused or recycled over a week.

OR: Collect garbage while walking around your community. Weigh, measure or track how much waste was cleaned up by individuals, groups, or classrooms.

GRADES 4–6

- Organize a garbage pickup walk at the school or nearby park. Get family and friends to pledge a dollar amount for every pound of garbage collected.

- There are so many cute options out there for reusable products—invest in a reusable water bottle or reusable food containers to keep your lunch litter free!

GRADES 7–8

- Make your own beeswax wrap using a few simple sustainable ingredients! Start up a lunchtime craft show where you sell your wraps and donate the proceeds to a green cause of your choosing.

- Engage your class in a zero-waste week! Put one garbage bag in the centre of the room and see how much you can avoid filling it by the end of the week using waste-free strategies in your classroom. Get the whole school in on a class-to-class competition, awarding the class with the least amount of waste produced with a party to celebrate their efforts.

GRADES 9–12

- Put your scientific investigation skills to work to learn more about energy conservation and what you can do to improve your energy usage on a daily basis. Share your findings with your classmates and challenge your friends to do the same!

- Start a school eco-club and run different green initiatives throughout the year. For example, in the springtime plant a school or community garden—have different classes or students sign up to take care of it. In the winter, host a "sweater weather" day to allow the heat to be reduced in your school. So many options!

CLASSROOM RESOURCE
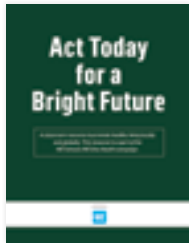
Act Today for a Brighter Future

With our Classroom Resources, educators can integrate service-based learning into their curriculum to broaden students' understanding of issues they are passionate about. Download the pdf at **WE.org/wegogreen** for lesson plans and ideas to explore the issue of sustainability and learn about the importance of living sustainably.

Grade Levels	Subject Connections	Learning Goals	Skills Developed
6 to 8	• The Arts • Language • Social Studies • Science and Technology	• Explore the impact humans have on the environment. • Learn what it means to live sustainably.	• Action planning • Research and writing • Argument formation • Organization • Reflection • Information literacy • Critical thinking • Leadership skills • Responsible decision-making
9 to 12	• The Arts • English • Social Sciences and the Humanities • Canadian and World Studies		

Tech for Good Badge

Become future ready by learning and using digital skills.

What shade of green are you? Create a habit tracker app or platform to see how many sustainable actions you can commit to incorporating into your daily life. It could be something as simple as taking staggered showers or as big as hosting a monthly clothing swap with friends and family! Use the app or platform to share your habits and ideas for going green with others and invite your online community to contribute to the discussion. Don't forget to use the tag **#WEgoGreen**!

Go Further: Set a specific goal for the impact you want to make—whether it's reducing the plastic you use, recycling more or using less water—and post about your progress on social media to inspire others to do the same!

WE SCHOOLS
TECH FOR GOOD

Get Doing

STEP 1: Investigate and Learn

Planting the seeds for change begins with learning more about what's going on in your own backyard! Start with the Environment Issue Card to understand local issues, then dive into the issue further by doing your own research.

CHECKLIST

- ☐ Check out the Environment Issue Card
- ☐ Visit **WE.org/wegogreen** for more resources
- ☐ Create an Action Plan
- ☐ Put up posters or share a digital version
- ☐ Watch and share the campaign video
- ☐ Print out and distribute the Creative Resource
- ☐ Share on social media with **#WEgoGreen**
- ☐ Complete your Campaign Impact Survey
- ☐ Plan your WE DayX or digital assembly

Community Mapping

Download the Community Mapping activity at **WE.org/weschoolskit** to use as a guide to take a walk. Look for signs of issues that have negative or positive impacts (e.g., lack of recycling bins or overuse of electricity). Do you notice any obvious improvements you can make to your school?

Issues	Solutions

What sustainability initiatives already exist in your school or community? Which ones work best? _____

_____

_____

What can you do to help reduce the production of waste in your home? _____

_____

STEP 2: Action Plan

What pledges can you take to help promote sustainability in your school? Have each person in your group set their own goal for making a positive impact on the environment, then decide on a pledge to take action on as a group!

SET YOUR GOAL

What do you pledge to do? _____

_____

_____

What is your goal for this action? (E.g., how many seeds will you plant in the garden? How many plastic water bottles will you switch to reusable bottles?) _____

_____

How will you measure your impact? _____

_____

When will you hold your campaign? _____

_____

Assign Roles

Ready to plan the actions you will take for your sustainability pledge? Use this chart to decide who will be responsible for each task involved.

Task	Group Member(s) Responsible
Making school announcements or sharing on digital platforms	
Putting up posters or sharing a digital version	
Gathering supplies	
Posting on social media	

STEP 3: Take Action

Whether it's recycling just one plastic bottle or planting 100 seeds, every action contributes to a better, more sustainable world.

> ### *Tip: Come up with a fun challenge to get more people involved. Think of a catchy name (e.g., #GoGoGreenTeam) and spread the word!*

f 𝕏 👻 ⊙ **Don't forget to share your pictures, progress and success on social media with #WEgoGreen.**

Reflect

What does sustainability mean to you? _____

_____

_____

_____

Why is it important that your school and community get involved in a campaign focused on sustainability? _____

_____

_____

_____

What worked and what didn't with your sustainability pledges? _____

_____

_____

_____

How can you continue to raise awareness about sustainability? _____

_____

_____

_____

STEP 4: Report and Celebrate

Report

How many people participated in the campaign? _____

How many people did you reach through the campaign? _____

How many pledges of sustainability did your group take? _____

How many people in your school took a pledge? _____

How long did you run your WE Go Green campaign for? _____

Has your educator filled out an Impact Survey from the WE Schools Teachers Hub? _____

Celebrate

Make sure you celebrate and share the success of your campaign, and reward yourselves for all your hard work.

☐ Share photos of your actions with your school, community and on social media.

☐ Record the highlights of your event day and create a video.

☐ Celebrate impacts through a class party, online assembly or WE DayX.

THANK EVERYONE WHO SUPPORTED YOUR CAMPAIGN!

Use this space to brainstorm ideas to thank your supporters! (E.g., host a garden party.)

Pledge Badges

Use the pledge badges below to show the world how you're helping to reduce plastic waste and go green. Photocopy this page (or download it from **WE.org/wegogreen**) print and cut out for each bage for the members of your group or create your own.

WE go green

I PLEDGE TO:

_____

_____

_____

_____

_____

_____

_____

_____

SIGNED: _____

WE go green

I PLEDGE TO:

_____

_____

_____

_____

_____

_____

_____

_____

SIGNED: _____

Social Media Graphics

2018 marked the third warmest summer on record for southern Canada

WE go green
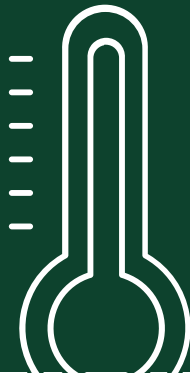
18% of the world's fresh water is contained in the five Great Lakes

WE go green

Environment Canada was established on June 11, 1971, making Canada the second country in the world to have a Ministry of the Environment

WE go green

Canada is the second largest producer of hydro-electricity in the world and it is our number one form of renewable energy

WE go green

Find More Online

Visit **WE.org/wegogreen** for more stats, information and downloadable posters and infographics to help you make a difference. Plus, don't forget to share these on social media with **#WEgoGreen**.

Theme: Health and Well-being

WE are healthy

Make healthy choices for a healthy body.

Theme

HEALTH AND WELL-BEING

SDG Connection

3 GOOD HEALTH AND WELL-BEING

Skills

▷ ACTION PLANNING: COMMITTING TO MEETING GOALS AND COMPLETING TASKS

📋 ORGANIZATION: TIME MANAGEMENT

👥 LEADERSHIP SKILLS: INSPIRING OTHERS

♡ SOCIAL AND EMOTIONAL LEARNING: HEALTHY RELATIONSHIPS

Nutrition + Awareness = Change

It's important to eat nutritious foods to keep your energy levels up and your body and mind in good health. That is why it is important to develop healthy eating habits at a young age, so that as adults you have the right tools and knowledge to lead an overall healthy lifestyle.

With the WE Are Healthy campaign, promote healthy eating and inspire your school and community to lead a more nutrient-filled, active life.

FACT:

Many vegetables and fruits are particularly rich in vitamin C and beta carotene, which is a form of vitamin A. These work as antioxidants in your body, helping to prevent and reduce the buildup of plaque in your arteries.

Campaign in Action

Eating well is about more than just making sure you get your daily dose of essential nutrients—it's about taking time to learn more about healthy habits and ways to get involved in spreading the good food love, both in and out of the kitchen. The Delano Academy got their veggie vibes on by signing the WE Are Healthy healthy food pledge and looking into improving access to and intake of healthy food options. In addition to this power move, the students expanded their nutrient network by connecting with Ontario Farmers and Ontario Foodshare in order to become more familiar with the food they and their friends and family chow down on every day. They are also exploring more ways they can take action to make their school, home and community a healthier place for all.

Ways to Take Action

Take a healthy eating pledge and share facts to spread awareness.

Blended Education Idea: Share your healthy meal ideas with each other in your school learning platform whether foods you are eating at home, a snack that you made or healthy recipe you would like to try or share.

GRADES 4–6

▸ Create a scavenger snack hunt, where students are asked to search for relevant nutrients in their own lunch bags! Have students work toward identifying different food group items, essential nutrients and important vitamins. *Be aware of any food allergies.

▸ Host an open-mic poetry event, with the theme being healthy eating. Have students prepare poems, skits or songs that relay important messages around eating well and perform them for their peers.

GRADES 7–8

▸ Organize a class picnic where everyone brings their own nutritious meal to share. Create a menu and collect recipes to share with everyone afterward!

▸ Host a healthy baked goods food expo! Break the norm of traditional sugary treats and work toward promoting healthier snack options—date squares are delicious! Hand out samples and charge a small donation fee for a takeaway recipe card.

GRADES 9–12

▸ Create a healthy food journal where you can keep track of the foods you eat on a daily basis to ensure you are hitting up all your vitamins and nutrients to properly fuel your day and set your body up for long-term success!

▸ Take a photography field trip to a local farmer's market or community garden. Take pictures of all the tantalizing farm-fresh produce you see and create an eye-catching collage for your school's cafeteria.

CLASSROOM RESOURCE

Healthy Food for Healthy Bodies

With our Classroom Resources, educators can integrate service-based learning into their curriculum to broaden students' understanding of issues they are passionate about. Download the pdf at **WE.org/wearehealthy** for lesson plans and ideas to learn more about healthy eating.

Grade Levels	Subject Connections	Learning Goals	Skills Developed
Kindergarten to Grade 12	• Health and Physical Education • Language	• Understand the connection between food choices and the needs of growing and changing bodies. • Recognize factors that influence food choices. • Use their knowledge to make healthy food choices and share what they have learned with others.	• Action planning • Research and writing • Argument formation • Organization • Reflection • Information literacy • Critical thinking • Leadership skills • Self management

Tech for Good Badge
Become future ready by learning and using digital skills.

Are you a wizard in the kitchen? Or just a big fan of the eating part? Create a mouthwatering social media account to share the delicious and nutritious meals that you, your friends and your family are enjoying! Snap a pic of the meal, share the ingredients and use **#WEareHealthy** so that we can be in on the foodie fun!

Go further: Compile all your awesome images and recipes in an online cookbook that focuses on healthy, nutritious meals, and share it on your social media account!

WE SCHOOLS
TECH FOR GOOD

Get Doing

STEP 1: Investigate and Learn

Learn more about healthy eating by researching facts on nutritious foods that help maintain a healthy body! Start by using the Nutrition Issue Card and then test your knowledge with this quiz.

CHECKLIST

- ☐ Check out the Nutrition Issue Card
- ☐ Create an Action Plan
- ☐ Visit **WE.org/wearehealthy** for resources
- ☐ Put up posters or share a digital version
- ☐ Watch and share the campaign video
- ☐ Print out and distribute the resources

- ☐ Share facts about healthy nutrition
- ☐ Take a WE Are Healthy pledge
- ☐ Share on social media with **#WEareHealthy**
- ☐ Plan your WE DayX or digital assembly
- ☐ Complete your Campaign Impact Survey
- ☐ Complete your Tech for Good badge survey

Test Your Knowledge

1. Which of the following is NOT considered a way to maintain a healthy eating pattern?

A. Choose foods from a variety of food groups

B. Ensure that you are drinking enough water throughout the day

C. Follow all the latest diet fads and trends you see in tabloid magazines

D. Pay attention to food labels and practice moderation

2. Why bother opting for water as opposed to a sugary drink?

A. No reason, it's just what the Food Guide says to do

B. Water is necessary for bodily functions and we need to replace it as it gets lost throughout the day

C. Water is high in calories and sugar content which gives us a lot of energy

D. You should always opt for a sugary drink, especially if you are trying to lose weight

3. True or False: All food advertisements are 100% trustworthy and are only looking out for your health and physical well-being.

4. Plant-based protein can be:

A. High in fibre

B. Low in saturated fat

C. Good for your health and better for the environment

D. All of the above

5. Broccoli is especially rich in which mineral?

A. Iron

B. Magnesium

C. Gold

D. Zinc

6. What impact does maintaining a healthy lifestyle have on your daily routine?

_____

_____

_____

Create a few of your own multiple choice questions to quiz your friends and family! Use Canada's Food Guide as a resource when creating your questions!

1.C   2.B   3.False   4.D   5.A

STEP 2: Action Plan

Let's make healthy choices for a healthy body! Before you kick-off your campaign, research healthy fact back-grounders. By sharing these facts with others, you can lead your school in making healthier nutrition choices.

SET YOUR GOAL

How many people do you want to get involved with this campaign? _____

How many social media posts do you want to share during the campaign? _____

What will your WE Are Healthy campaign look like? _____

_____

Assign Roles

You've set your goal, now you need to make it happen. Use this chart to organize tasks among group members.

Task	Group Member(s) Responsible
Making school announcements	
Posting on social media	
Putting up posters around the school	
Researching facts	

Weekly Planner

Use this weekly planner to organize when you will post your nutrition facts on social media!

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Morning							
Afternoon							
Evening							

STEP 3: Take Action

With every fact you post, you will be spreading awareness about the benefits of healthy eating to your classmates, helping them lead more nutrient-filled lives.

> *Tip: Include a mini-challenge associated with every social media post! For example, post about the importance of drinking water and challenge your peers to keep a reusable water bottle by their side all day long!*

f 🐦 👻 📷   **Don't forget to share pictures of your healthy snacks, along with facts and tips, on social media with #WEareHealthy.**

Reflect

What was the response like to your WE Are Healthy social media posts?

What would you do differently next time?

Did you face any challenges? How did you overcome them?

Did you notice any interesting changes in your own healthy eating patterns and habits during this WE Are Healthy campaign?

How will you continue to lead a nutrient-filled future and raise awareness about healthy eating?

STEP 4: Report and Celebrate

Report

How many people did you reach through awareness-raising? _____

How did you measure your success? (E.g., number of mentions on social media.) _____

_____

_____

What healthy-eating tips did you come up with as a group to share with your peers? _____

_____

_____

How many people took a pledge? _____

How hard was it to follow through on your healthy eating pledges? _____

_____

Has your educator filled out an Impact Survey from the WE Schools Teachers Hub? _____

Celebrate

Make sure you celebrate and share the success of your campaign, and reward yourselves for all your hard work.

☐ Share photos of your actions with your school, community and on social media.

☐ Record the highlights of your event day and create a video.

☐ Celebrate impacts through a class party, online assembly or WE DayX.

THANK EVERYONE WHO SUPPORTED YOUR CAMPAIGN!

Use this space to brainstorm ways you can thank everyone who participated in your campaign.

Healthy Pledge Tracker

Make healthy eating habits part of your routine! Create a daily, weekly and monthly health-related pledge (e.g., drink more water, eat more veggies, stick to whole grains). Visit **WE.org/wearehealthy** to see the recommended number of servings per day from Canada's Food Guide to help put your healthy eating goals into perspective and to download these pledge trackers to help you keep tabs on your progress and success.

WE are healthy

I pledge to choose healthy foods to help fuel my body and mind.

TODAY I PLEDGE TO:

_____

_____

THIS WEEK I PLEDGE TO:

_____

_____

_____

THIS MONTH I PLEDGE TO:

_____

_____

_____

Signed: _____

WE are healthy

I pledge to choose healthy foods to help fuel my body and mind.

TODAY I PLEDGE TO:

_____

_____

THIS WEEK I PLEDGE TO:

_____

_____

_____

THIS MONTH I PLEDGE TO:

_____

_____

_____

Signed: _____

Social Media Graphics

Eating fruits and vegetables regularly can lower blood pressure, reduce the risk of heart disease and stroke, lower the risk of eye and digestive problems, and have a positive effect on blood sugar

WE are healthy

Getting enough omega-3 fatty acids may help reduce your risk of developing a variety of lifestyle-related diseases
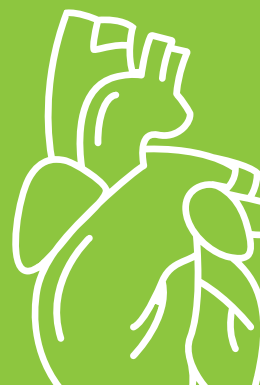
WE are healthy

Apples are high in fibre, Vitamin C and numerous antioxidants that help your body to fight off disease and stay healthy

WE are healthy

8 in 10 cases of premature heart disease and stroke cases are preventable through healthy lifestyle behaviour

WE are healthy

Find More Online

Visit **WE.org/wearehealthy** for more stats, information and downloadable posters and infographics to help you promote healthy eating. Plus, don't forget to share these on social media with **#WEareHealthy**.

WE rise above

Rise above cyberbullying.

Theme

SOCIAL VULNERABILITY

SDG Connection

2 ZERO HUNGER

Skills

▶ ACTION PLANNING: CREATING A WORKING PLAN

▤ ORGANIZATION: PLANNING AND RUNNING MEETINGS

👥 LEADERSHIP SKILLS: PUBLIC SPEAKING

♡ SOCIAL AND EMOTIONAL LEARNING: ETHICAL RESPONSIBILITY

Cyberbullying + Advocacy = Change

There are many positive aspects to using social media, but there are also some downsides. Bullying has moved from the playground and onto our screens as social media use has increased. But we can change the narrative on bullying. Take a stand against cyberbullying with the WE Rise Above campaign and spread the power of positivity. Raise awareness of the impact of online words and actions, and promote positive online behaviour. You have the power to make the world a safer, more inclusive place for everyone.

FACT:

42% of Canadian youth aged 12-18 have experienced cyberbullying in the past 4 weeks.

Campaign in Action

Who knew a group of 10 and 11-year-olds could have so much wisdom? Students at George Kennedy Public School rose to the challenge to turn negativity into positivity in their rendition of the WE Rise Above campaign. Investigating the issue of cyberbullying in class, attending the WE Global Classroom Cyberbullying event and creating vibrant and eye-catching anti-bullying artwork to post around the school were some of the initiatives taken by these enthusiastic youth. But that's not the end of it! Students took the campaign against bullying and negativity several steps further with their initiative, called Kudos for Kindness. Students awarded their peers with personalized notes of appreciation that were showcased on a school-wide bulletin. Doesn't this story just make your spirits rise?

Ways to Take Action

Raise awareness about cyberbullying at school and online by sharing facts and inspiration.

Blended Education Idea: Create an online message board or space where people share words of kindness, affirmations, encouragement and positivity to one another.

GRADES 4–6

‣ As a class/group, discuss the challenges of, solutions to and effects of cyberbullying. Come together to create a Kindness Contract with the whole class on a piece of chart paper. Have every student sign the contract and post it in a visible area of the classroom or school to highlight everyone's commitment to rising above.

‣ Make a commitment to be kind online by taking the pledge found at **WE.org/endbullying**.

GRADES 7–8

• Organize a class-wide mannequin challenge that highlights bullying hotspots and behaviours throughout the school. Showcase a video of it at a school assembly.

• Host an anti-cyberbullying rally or assembly to raise awareness with the whole school! Do some research and see if you can get a guest speaker to present and share some insight.

GRADES 9–12

‣ Partner up with a local elementary school and put together an anti-cyberbullying workshop that can be presented in Grade 4–8 classrooms, educating students about the effects of cyberbullying, what to look for and how to rise above it.

‣ Create an affirmation wall where students can put up words of encouragement and compassion for each other. Post hashtags that people can share via social media to make it a living wall of positivity!

CLASSROOM RESOURCE

Exploring Digital Citizenship

With our Classroom Resources, educators can integrate service-based learning into their curriculum to broaden students' understanding of issues they are passionate about. Download the pdf at **WE.org/weriseabove** for lesson plans and ideas to learn more about digital footprints, online safety and digital citizenship.

Grade Levels	Subject Connections	Learning Goals	Skills Developed
4 to 8	• Health and Physical Education • Social Studies	• Learn how to create online spaces that are safe for everyone. • Explore what it means to be a respectful and responsible digital citizen.	• Action planning • Research and writing • Argument formation • Organization • Reflection • Information literacy • Critical thinking • Leadership skills • Relationship skills
9 to 12	• Health and Physical Education • Canadian and World Studies		

Tech for Good Badge

Become future ready by learning and using digital skills.

Create an accessible online resource for others to learn about cyberbullying and how to stop it, and encourage others to practise kindness. Promote your resource by creating social media posts to share important facts and words of encouragement. Remember to share your experience using **#WEriseAbove** and **#EndBullying**.

Go further: Interview friends, local community members and your online community about their experiences with bullying. Create short videos and social media posts to share and spread awareness about your cause.

WE SCHOOLS
TECH FOR GOOD

Get Doing

STEP 1: Investigate and Learn

Cyberbullying is a serious issue many students face. Learn more about the issue by using the Cyberbullying Issue Card and doing your own research. Afterward, discuss with your group about what you have learned.

CHECKLIST

- ☐ Check out the Cyberbullying Issue Card
- ☐ Create an Action Plan
- ☐ Visit **WE.org/weriseabove** for resources
- ☐ Put up posters or share a digital version
- ☐ Watch and share the campaign video

- ☐ Print out and distribute the resources
- ☐ Share on social media with **#WEriseAbove** and **#EndBullying**
- ☐ Plan your WE DayX or digital assembly
- ☐ Complete your Campaign Impact Survey
- ☐ Complete your Tech for Good badge survey

What did you learn?

What anti-cyberbullying initiatives or organizations already exist in your community? Are there enough initiatives in place? Research anti-bullying organizations online and find out what they are doing to help spread awareness.

Cyberbullying is not always easy to see, sometimes we don't even recognize when it is happening. Is there a time you remember hearing about cyberbullying in the news or in your school?

What are some safety tips for socializing online?

What can you do as an individual or as a group to tackle cyberbullying?

STEP 2: Action Plan

Now that you're armed with more information, you're ready to set your goal to encourage other students to spread kindness through their actions and words.

SET YOUR GOAL

How many people will get involved by posting facts and raising awareness? _____

When will you hold your WE Rise Above campaign? _____

How many social media posts do you want to share during the campaign? _____

How do you want to measure your impact? (E.g., number of mentions or tags on social media.) _____

Assign Roles

Task	Group Member(s) Responsible
Making school announcements	
Posting on social media	
Putting up campaign posters or a digital version	
Researching facts	

Spread the solidarity! Reach out to your local news or broadcasting station to see if they would be willing to share one of your posts on their social platforms to increase your reach!

Weekly Planner

Visit **WE.org/weriseabove** for facts you can share with your school about cyberbullying. Use this weekly planner to organize when you will post your facts on social media.

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Morning							
Afternoon							
Evening							

STEP 3: Take Action

Every tweet, post, message or comment can make an impact—let's make it a positive one. Consider extending your impact by sharing your research in an accessible online resource so students know where to turn for help.

> *Create a larger-than-life positivity page using one of your school's bulletin board or online learning platforms. Post facts and information about cyberbullying, and have a space on the board where students can contribute positive message and leave compliments for their peers.*

f 🐦 👻 📷   **Share your pictures, progress and success on social media with #WEriseAbove.**

Reflect

What were some things you learned about advocating against cyberbullying that you did not know before?

_____

_____

_____

Was your campaign successful? Is there anything you would do differently next time? _____

_____

_____

_____

Did you face any challenges? How did you overcome them? _____

_____

_____

_____

How will you continue to raise awareness about the issue? _____

_____

_____

STEP 4: Report and Celebrate

Report

How many people did you reach through awareness-raising? _____

_____

How many people were involved in organizing your campaign? _____

_____

What tips did you come up with as a group to prevent cyberbullying among your peers? _____

_____

_____

_____

Has your educator filled out an Impact Survey from the WE Schools Teachers Hub? _____

Celebrate

Make sure you celebrate and share the success of your campaign, and reward yourselves for all your hard work.

☐ Share photos of your actions with your school, community and on social media.

☐ Record the highlights of your event day and create a video.

☐ Celebrate impacts through a class party, online assembly or WE DayX.

THANK EVERYONE WHO SUPPORTED YOUR CAMPAIGN!

Use this space to brainstorm fun ways to thank those who participated. (E.g., create a thank you video to share with others.)

Affirmation Wall

Photocopy and cut out these cards or create your own digital version then write a compliment or "kudos" to one of your peers! Sign your name or leave it anonymous, then place them on a wall in your classroom or school for everyone to see to spread positivity. Remember to take a picture and post it on social media with **#WEriseAbove** to keep the kudos going! For more cards, visit **WE.org/weriseabove**.

To: _____

To: _____

To: _____

To: _____

To: _____

To: _____

Social Media Graphics

21% of Canadian teens have witnessed someone they know being bullied on social media
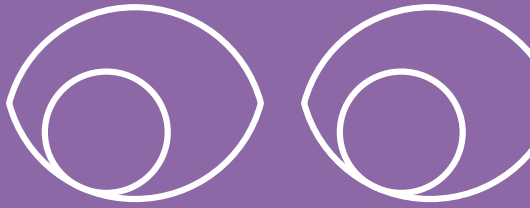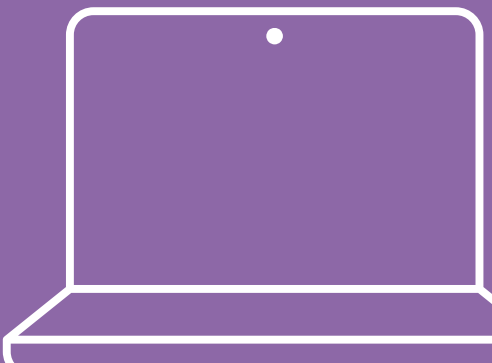
WE rise above

Name-calling is the most common type of cyberbullying Canadian students experience

WE rise above

1 out of 5 teens has reported experiencing cyberbullying

WE rise above

25% of Canadian teens admit to cyberbullying

WE rise above

Find More Online

Visit **WE.org/weriseabove** for more stats, information and downloadable posters and infographics to help you create a kinder world. Plus, don't forget to share these on social media with **#WEriseAbove**.

WE walk for water

Walk to give water to developing communities.

WE's Official One-Day Fundraiser

Theme

HEALTH AND WELL-BEING

SDG Connection

6 CLEAN WATER AND SANITATION

Skills

REFLECTION: APPLYING NEW KNOWLEDGE

ARGUMENT FORMATION: INFORMATION GATHERING

LEADERSHIP SKILLS: TEAM BUILDING

SOCIAL AND EMOTIONAL LEARNING: ETHICAL RESPONSIBILITY

CLASSROOM RESOURCE

WE Walk For Water Classroom Resource

With our Classroom Resources, educators can integrate service-based learning into their curriculum to broaden students' understanding of issues they are passionate about. Download the pdf at **WE.org/wewalkforwater** for lesson plans and ideas about creating an experiential service-learning opportunity about access to clean water.

Grade Levels	Subject Connections	Learning Goals	Skills Developed
1 to 8	• Social Studies • Science • Language • Math • Health and Physical Education	• Develop an understanding of water as a human right. • Learn how the water crisis is affecting people and communities around the world.	• Action planning • Research and writing • Argument formation • Organization • Reflection • Information literacy • Critical thinking • Leadership skills
9 to 12	• Science • Geography		

Get Doing

STEP 1: Investigate and Learn

Why water? Having access to clean water is directly tied to a better quality of life. When communities have access to clean water, girls can attend school instead of fetching water for their households, parents can run sustainable farms and families can avoid contracting waterborne illnesses. Clean water helps improve chances for success and productivity for all.

CHECKLIST

- ☐ Check out the Water Issue Card
- ☐ Visit **WE.org/wewalkforwater** for resources
- ☐ Create an Action Plan
- ☐ Put up posters or share a digital version

- ☐ Watch and share the campaign video
- ☐ Share on social media with **#WEwalkforwater**
- ☐ Complete your Campaign Impact Survey
- ☐ Plan your WE DayX or online assembly

What did you learn?

Use the Water Issue Card, as well as your own research, to learn more about the importance of clean water. Write down a few notes about the things you have learned.

How would your life be different if you did not have access to clean water?

_____

_____

_____

What are the consequences of not having access to clean water?

_____

_____

_____

What do you think needs to be done to make clean water accessible to everyone?

_____

_____

_____

STEP 2: Action Plan

Fundraising for WE Walk For Water will help implement water projects and programs in WE Villages communities. This takes into account general costs of water projects, the anticipated longevity of the project, average community size, etc. The funds will be put toward a project or program within the Water Pillar, ensuring a sustainable and holistic impact that takes into consideration the specific needs of the communities we work with.

WE Walk For Water is about raising awareness and funds for access to clean water. Remember, every $25 donation will give one person clean water!

SET YOUR GOAL

What is your fundraising goal? _____

How many people are you aiming to give clean water to? _____

WE Walk For Water is on May 7, 2021. Will you be holding your walk on this date? _____

If not, when will yours be? _____

Choose your walk:

Classic Walk

- 5 km
- Entire class or school
- Carry weights to simulate water walk

Relay Walk

- 5 km
- Determine the distance breakdown
- Carry light weight in a backpack

Customized Walk

- Symbolic walk (younger kids or families)
- Pick your distance
- Decide the weight you will carry

Blended Education Idea: If you cannot participate in the walk as a group, encourage participants to track their walk individually and share in an online learning platform or social media group.

Assign Roles

Use the chart below to help decide who will be responsible for each task to make sure your walk goes smoothly.

Task	Group Member(s) Responsible
Making posters or creating a digital version	
Setting up a GoFundMe Charity page	
Posting on social media	

STEP 3: Take Action

1. Create a Donation Page

By creating your own GoFundMe Charity page, your group will have an easy, accessible way to raise money. Write a short description explaining why you are raising money for clean water, create a team name and set a fundraising goal. Once your main fundraising team page is created, group members will be able to set up their own individual pages to track their donations.

▸ Go to **WE.org/wewalkforwater** to start setting up your WE Walk For Water fundraising page.

▸ Remember to share your fundraising page link with everyone you know using social media, email or by dropping printed flyers in mailboxes. Send out regular updates counting down the days to your water walk or share facts about water access around the world to keep your fundraising efforts top of mind. Your GoFundMe page will keep track of incoming pledges automatically.

2. Spread the Word

This is WE's official global fundraising event, and we want everyone to get involved! Make sure to spread the word about your WE Walk For Water event so that anyone who's interested can join and help make a difference.

☐ Visit **WE.org/wewalkforwater** to download the WE Walk For Water event poster. Place posters around the school, above water fountains and throughout community spaces.

☐ Share inspiring water stories from **WE.org/westories**.

☐ Use **#WEwalkForWater** and tag **@WEmovement** in all of your WE Walk For Water social media posts.

☐ Visit **WE.org/wewalkforwater** for videos to share on social media.

3. Walk the Walk

On the day of your event, you will be walking for all of the women and children around the world who spend hours each day walking to collect water for their families. This walk and the money you've raised will create real impact in developing communities around the world.

f 𝕏 👻 ⓘ   **Don't forget to share your progress and success on social media with #WEwalkForWater.**

Reflect

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

How many people participated in your event?

How much money did you raise toward 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?

How can you continue to raise awareness about sustainability?

STEP 4: **Report and Celebrate**

Report

How many people participated in the campaign? _____

How many people did you reach through the campaign? _____

How many people in your school participated? _____

When did you hold your event? _____

Has your educator filled out an Impact Survey from the WE Schools Teachers Hub? _____

Celebrate

Make sure you celebrate and share the success of your campaign, and reward yourselves for all your hard work.

☐ Share photos of your actions with your school, community and on social media.

☐ Record the highlights of your event day and create a video.

☐ Celebrate impacts through a class party, online 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 GoFundMe or at **WE.org/donate**.
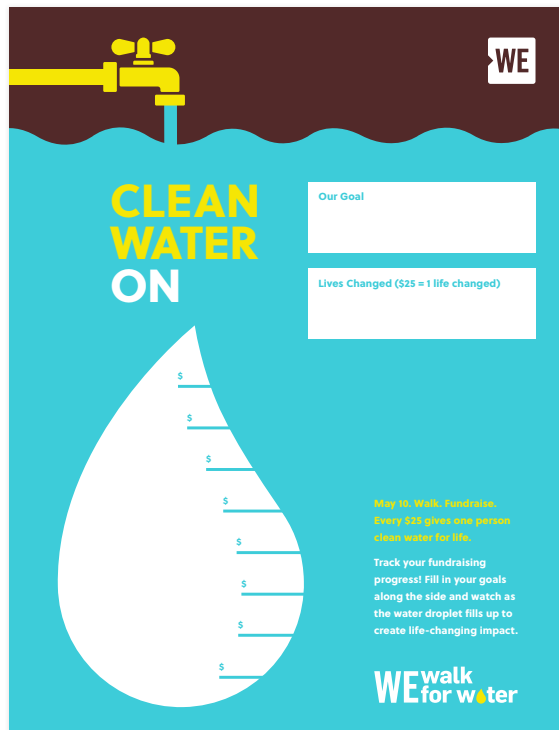

THANK EVERYONE WHO SUPPORTED YOUR CAMPAIGN!

Use this space to brainstorm ideas to thank your supporters! (E.g., host a garden party.)
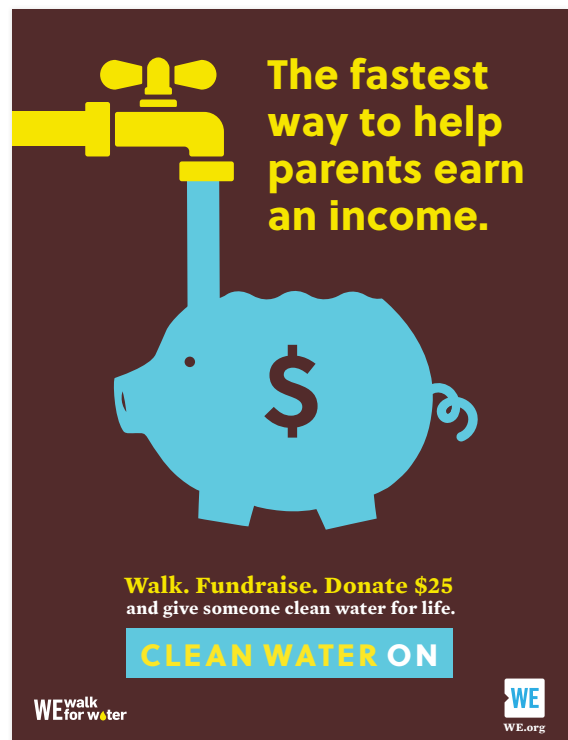
Additional Resources

Visit **WE.org/wewalkforwater** for tons of additional resources to take your campaign to the next level and make it the best it can be!

AVAILABLE ONLINE

☐ Educator Guide

☐ Student Handbook

☐ Social Media Toolkit

☐ Posters

☐ Parent Resource

☐ Activity Module

☐ Donation Form

☐ and more!

Fundraising for a Cause

Fundraising for WE Villages

Table of Contents

Fundraise and Change the World

Ready to make a difference? Fundraising is an important life skill that helps develop global citizenship and awareness of local and global issues. You can better understand the world around you and your role in it, and learn about respecting and valuing diversity. Getting involved is a huge step in your journey to becoming a global citizen who takes action and responsibility against social injustices. We know it can be tough to find the issue that you're most passionate about, but it's important to start so you can get doing good and help change the world while realizing your own potential.

This is Your Guide

This WE Villages fundraising guide is your go-to resource for planning and executing impactful, memorable and world-changing events. With three unique fundraising initiatives, helpful tips, ideas and information on WE Villages countries, it will inspire you through each step of your fundraising journey for sustainable development projects.

HOW TO USE THIS GUIDE

1. Discover Your "Why"

Read our story and reflect on your own reasons for getting involved. Use the activity on page 160 to see where you can focus your fundraising efforts.

2. Learn About WE Villages

Read more about our international sustainable development model and how we empower communities to break the cycle of poverty. Learn why you should fundraise and support WE Villages.

3. Learn the Basics

Find tips and guidelines for how to make any fundraiser a success.

4. Choose a Fundraiser

Our ready-made fundraising initiatives are designed to help you plan and take action on global issues.

Our Story

More than 20 years ago, 12-year-old Craig Kielburger read the story of Iqbal Masih, a child labourer of the same age who escaped slavery but was murdered after raising his voice.

Inspired to take action, Craig and his brother, Marc, set out on a mission to free children and their families from poverty and exploitation. After sharing Iqbal's story, they found that their classmates and others wanted to help, too. Together, they found their "why"— to make doing good doable for everyone, no matter their age.

We're stronger together.

What started as a group of kids grew into a global movement, proving that when we work together, anything is possible. Today, 25 years later, WE has grown into a global community of change-makers. WE engages more than 3.8 million young people in service-learning and gives families and individuals of all ages the tools they need to take action and make a meaningful difference in the world.

What's Your "Why"?

Craig found his "why" through learning more about the injustices in the world. What about you—what's your "why"? What drives you to create change? By keeping your "why" in perspective, you will be better equipped to fuel your passion into tangible actions to help create world change. Answer the questions below to help you find your "why":

▸ What are you passionate about?

▸ Finish this sentence: "When I have spare time, I love to…"

▸ What is important to you? What are your values?

▸ When you read the news, what issues are you most interested in?

Find Your "Why" and Cause

STEP 1: Choose a Story

Find a story in the news that moves you. What's the central issue? (You can attach the news story here so you can always refer back to it for inspiration.)

_____

_____

_____

_____

STEP 2: Choose a Pillar

Which of the Pillars of Impact does the issue tie into?

PILLARS OF IMPACT				
⭐ EDUCATION	💧 WATER	🌿 FOOD	❤️ HEALTH	💡 OPPORTUNITY

STEP 3: Choose a Country

What country would you like to help tackle this issue? It could be the country or countries that you read about in your article or a country that WE Villages partners with.

WE VILLAGES COUNTRIES				
KENYA	ECUADOR	INDIA	ETHIOPIA	TANZANIA
NICARAGUA	HAITI	RURAL CHINA	SIERRA LEONE	

STEP 4: Choose Your Action

How do you want to take action on this issue? Tip: There are tons of ways you can help, such as a fundraiser, awareness-raising campaign and more!

_____

WE Villages: What We Do

A sustainable community is one where families have the tools to be self-reliant and never have to rely on charity again. WE Villages, an ecosystem of sustainable development, empowers communities to lift themselves out of poverty by providing holistic solutions through its five Pillars of Impact that address poverty's primary causes.

Pillars of Impact

Each Pillar of Impact—Education, Water, Health, Food and Opportunity—is a critical component in breaking the cycle of poverty. They are all connected and all must be active in order to achieve sustainable change.

⭐ Education

Education is the first step in breaking the cycle of poverty, which is why it's the cornerstone of the WE Villages model. When children are educated, they know how to prevent illness, advocate for basic rights and secure a livelihood, uplifting themselves and their communities. Under this pillar, we do more than build schools—we provide training for teachers, facilitate extracurricular activities and more. Since its creation, more than 1,000 schoolrooms have been built to give over 200,000 children access to education, supporting SDG 4—quality education for all.

▸ For Mary Ngerechi, WE's Kisaruni Secondary School gave her the opportunity to discover her passion for science, and now she's a trailblazer for other girls. Read her story at **WE.org/stories/stem-kisaruni**.

💧 Water

Improving access to clean water is one of the fastest ways to lift a community out of poverty. It reduces illness, allows girls to attend school instead of fetching water for their family and leads to food security and income-generating opportunities. From constructing clean water systems to facilitating workshops on hygiene, projects under this pillar have helped provide more than one million people with clean water and sanitation, and support SDG 6—ensuring access to clean water for all.

▸ Rosa Granja thought she would never see clean water in her life, but since WE helped build a water kiosk in her community she has peace of mind that her great-grandkids, and generations after, will have clean water. Read her story at **WE.org/stories/99reasons**.

♥ Health

Families who have access to health care can run farms, feed themselves and keep their children in school. Through the Health Pillar, WE provides communities with basic medical supplies, training for health care workers, mobile health clinics and direct health care services. This pillar aligns with SDG 3, ensuring everyone can lead healthy lives and improve their well-being, and has helped provide more than one million people with health care since it was created.

▸ Because of the new health clinic that WE helped build in Mondana, Ecuador, Yessenia Aguinda knows her newborn son will have quality health care and grow up to be healthy. Read her story at **WE.org/stories/amazonclinic**.

🌿 Food

Hunger keeps children from school, adults from working and families from thriving. With support from our founding partner Nutrien, we work with communities to implement agriculture and food security programs to ensure families have access to healthy, self-sustaining food sources to feed themselves. Under the Food Pillar, 15 million nutritious meals have been produced by farmers in our agriculture programs, supporting SDG 2 to end hunger around the world.

▸ Since WE introduced upgraded agricultural techniques to Noja Ram and other farmers, the community has benefitted from increased crops and the opportunity to sell those crops. Read his story at **WE.org/stories/strikinghunger**.

🔑 Opportunity

When community members have the tools, knowledge and opportunity to earn a livelihood, they can take control of their futures. Under this pillar, we help facilitate lending circles and groups, financial literacy and business training to help others—especially women—generate a sustainable source of income, invest and build their savings. Through our programs, more than 30,000 women have empowered themselves with financial independence, aligning with SDG 8 that aims to give sustainable jobs for all.

▸ To invest in her children's futures and ensure they all have the opportunity to attend school, Alexandra Muñoz took part in financial literacy and leadership workshops facilitated by WE, and became a ME to WE Artisan. Read her story at **WE.org/stories/entrepreneurial-roots**.

Each one of our five Pillars of Impact aligns with at least one of the United Nation's Sustainable Development Goals (SDGs), a universal set of 17 goals that the UN created to end poverty, protect the planet and ensure prosperity for all by the end of 2030.

SUSTAINABLE DEVELOPMENT GOALS

WE Villages: Where We Work

We partner with developing communities around the world, empowering them with tools to become self-sustainable.

Kenya ★💧🌱❤️🔑

Located in Eastern Africa, Kenya borders the Indian Ocean between Somalia and Tanzania. The population of over 50 million lives among abundant wildlife and a diverse geographical landscape. Despite Kenya's natural wealth of beauty, around 35 percent of the population still lives below the poverty line. Since we began partnering with the Maasai and Kipsigis communities in southwestern Kenya in 2002, together, we have built schools, libraries, water projects, latrines, kitchens and teacher accommodations. WE's commitment to community development has also served to unite government leaders, local elders, parents and students in the Maasai, Kipsigis and Kisii communities.

- English and Swahili are Kenya's two official languages, although each of the country's 42 ethnic groups has their own dialect as well
- Just under 73% of Kenya's population lives in rural areas
- Approximately 50% of rural households have access to improved water sources
- One in three children aged 5–14 are engaged in child labour

Meet Francis Naimodu from Kenya

When Francis Naimodu graduated from the eighth grade, his older brother, Peter, couldn't afford to send him to high school. Their parents both passed away when Francis was young and it was up to Peter to step up and raise his four younger siblings. But when WE built a new high school for boys in the Maasai Mara that offered full scholarships—aligning with SDG 4 for quality education—Peter encouraged Francis to apply—and he was accepted! Watch his story at **WE.org/stories/high-school-diploma**.

Ecuador ★💧🌿❤️👤

Ecuador's Indigenous communities have very limited access to education, water, health care and a nutritious food supply. The province of Chimborazo in central Ecuador and the Amazon region are home to large numbers of Indigenous communities, which suffer from some of the highest rates of poverty in the country. WE began working in Ecuador in 1999 and is dedicated to improving the lives of Indigenous communities throughout Ecuador. We provide resources, opportunities and connections for community members to lead their own development and lift themselves out of poverty.

- Ecuador's primary exports include oil, bananas and shrimp
- The average life expectancy is 76.9 years
- Just over 36% of Ecuadorians live in rural areas
- Approximately 6% of children aged 5–14 are engaged in child labour

Meet Thalia Mendoza from Ecuador

When Thalia Mendoza returned to the community she grew up in with her 10-year-old son, finding work was difficult. She worried about surviving, which for her meant keeping her son in school, having enough food to eat and more opportunities in the future. WE partnered with her community to produce cacao and build a new classroom at her son's school, supporting SDG 1 to end poverty. Thalia was thrilled with the opportunities that led to. Read her story at **WE.org/stories/cacaofarm**.

India ★💧🌿❤️👤

India is one of the oldest civilizations, the largest democracy and home to 1.3 billion people. Marginalized populations in rural areas of India have little access to education, health care services, clean water and sanitation facilities. Working in the country since 1998, WE has been concentrating its efforts in the northwestern province of Rajasthan to eliminate the barriers that prevent children from accessing education. Since then, we have built and refurbished hundreds of schools, created health centres, organized women's alternative-income groups, and more.

- Approximately 66% of India's population lives in rural areas
- India's average life expectancy is 69 years
- The literacy rate in India is approximately 74%, which varies between states
- 10.2 million children aged 5–14 are engaged in child labour

Meet Kharta Ram from India

In the rural Rajasthani village of Verdara, the decades-old well had run dry, leaving community members without a reliable source of water to use for drinking, cooking, bathing and washing clothes. When WE got word, they suggested an intimidating solution—rehabilitating the well with dynamite and heavy machinery. Despite the community's initial hesitation, the project—aligning with SDG 6 to ensure the availability of clean water for all—was a success! Read Kharta Ram's story at **WE.org/stories/wishwell**.

China ★💧🌿❤️⚲

Despite China's economic development, there are 55 million people living in poverty in rural communities. There is often a shortage of schools in rural areas, meaning many students must take a long, difficult and often dangerous trek to get to class. Across the country, where education is underfunded and there is a shortage of schools, we have helped to construct and develop over a dozen schools with over 100 classrooms. With a focus on eliminating both gender inequality and the developmental gap between urban and rural centres, WE empowers these communities with the tools to lift themselves out of poverty.

- China's extreme poverty rate fell from 88% in 1981 to approximately 3.1% in recent years
- The average life expectancy is 76.79 years
- China is the most populated country in the world, with a population of over 1.4 billion
- China ranks 85 out of 189 countries in the United Nations Human Development Index

Meet Liping from Rural China

Liping's main source of income comes from growing maize, potatoes, beans and peppers on her farm. But when there wasn't enough rainfall for a good harvest, her family struggled to survive. Through an agriculture and food security program with WE, Liping learned how to improve her crop yield and farming skills, and increase her income to support her family. Projects like this align with SDGs 2 and 8 to ensure no one goes hungry and people have decent employment.

Tanzania ★💧🌿❤️⚲

Despite its natural beauty, approximately 70 percent of all Tanzanians still live on less than $2 USD a day. With over two-thirds of the population living in rural areas, the country struggles to provide adequate access to education, water, health care, food security and employment for millions of people. Working in Tanzania since 2002, WE Villages is dedicated to improving the lives of communities throughout the Arusha region. We have forged incredible community and government partnerships that have helped build schools and develop education programs.

- English and Swahili are Tanzania's two official languages, and each of the country's 130 ethnic groups has their own dialect
- The adult literacy rate is 78%
- Just over half of the population (57%) in Tanzania have access to improved water sources
- Approximately 30% of children aged 5–14 are engaged in child labour

Meet Yasi Rokoi from Tanzania

Over the years, Yasi Rokoi has noticed the decrease in rainfall and availability of water in her community of Oltepesi. This water is the only hope for growing crops, feeding livestock and ensuring community members are thriving. That's why WE partnered with the community to train community members to conserve water as a way of supporting SDG 6 to ensure everyone has access to sustainable water.

Sierra Leone ★

Despite a large amount of natural resources, Sierra Leone is one of the poorest countries in the world, ranking 181 out of 189 on the United Nations Human Development Index. From 1991 to 2002, Sierra Leone underwent a volatile and relentless civil war, from which it continues to suffer repercussions today. WE's work in Sierra Leone dates back to 2002 with the end of the civil war. We began implementing projects to improve communities' access to clean water, health care and alternative income with the goal of giving communities the knowledge, skills, tools and resources to combat poverty.

- The average life expectancy is 52 years
- Almost 72% of the child population is engaged in some form of child labour
- One of the poorest countries in the world as a result of the civil war and a rapidly growing population
- The country was in a state of civil war from 1991 to 2002

Meet Michaella and Hawanatu from Sierra Leone

Michaella and Hawanatu are two sixth-grade girls who are studying at the girls' primary school in Magburaka. The girls are working hard to catch up at school because it was closed for eight months due to the Ebola virus outbreak. Now, every class has a tap bucket and all students must wash their hands before going into the classroom in the morning and after lunch. With a newly renovated school and clean water measures, the girls are even more motivated to study as they prepare for the National Primary School Examination.

Ethiopia ★

Located in the Horn of Africa, Ethiopia is the oldest independent country in Africa. The country faces significant challenges related to food security and financial opportunities, as well as access to education, clean water and basic health care. Our work in Ethiopia is rooted in the needs of the community members and is assisted by strong government partnerships and community connections.

- Approximately 80% of the population lives in rural areas
- The life expectancy is 66 years
- Roughly 41% of children aged 7–14 are engaged in child labour
- Just 11% of Ethiopians have access to safely managed water

Meet the students of Adihaye

In the community of Adihaye, there was no school, so children would walk seven kilometres to the nearest one. The trek was long and arduous under the beating sun, but young students would continue to make this journey because they did not want to miss a lesson. Under the WE Villages Education Pillar, which aligns with SDG 4—ensuring quality education for all—we began building classrooms, plus gender-specific latrines and a clean water source for the students of Adihaye. Soon, the children of the community will receive the quality education they deserve.

Nicaragua ★💧🌿❤️👤

Located between Honduras and Costa Rica, Nicaragua is the largest country in Central America, but it is also the second poorest in the Western Hemisphere, with limited access to education, sanitation facilities and medication. In Nicaragua, we help build and rehabilitate schools and libraries, install clean water systems and handwashing stations, build school gardens and conduct health education and financial literacy training.

- 41% of the population lives in rural areas
- The average life expectancy is 75.4 years
- Only about 55% of children make it through the end of primary school
- Approximately 50% of rural households live in extreme poverty

Meet Yadira from Nicaragua

Yadira has teaches preschool in Aguas Agrias. She had been using the only classroom in the community, which didn't have any walls to protect students from rain, ruining teaching materials and disrupting lessons. WE helped build a new classroom, resulting in increased enrollment and more people enthusiastic for education! This project, under the Education Pillar, also supports SDG 4, ensuring quality education for all.

Haiti ★💧🌿❤️👤

Haiti's population of just over 11 million people live in the western region on the island Hispaniola, located in the Caribbean Sea. Despite its wealth of natural beauty and vibrant culture, Haiti is the poorest country in the Western Hemisphere. More than 88 percent of Haitians living in extreme poverty live in rural areas. They struggle to grow enough food to feed their families and are plagued by deadly waterborne illnesses. WE Charity began partnering with Haiti in 2002, focusing on the Central Plateau region, which is the most rural and underdeveloped part of the country. We help improve access to quality education, ensure rural populations have access to essential services and promote rural community development.

- An estimated 200,000 to 400,000 school-aged children are out of school
- Around 30% of children will drop out by the third grade
- The average literacy rate is about 76%
- Approximately 34% of children aged 5–14 are engaged in child labour

Welcome to Marialapa Primary School

After months of hard work, Marialapa Primary School opened their doors to the eager students of the community. Not only do the young students have new classrooms to complete their primary education, but they also have a new block of latrines. The students can now attend school where hygiene and sanitation are a priority, without worrying about getting sick or spreading infection.

How to Fundraise

Raise the bar and support your WE Villages goal with additional fundraisers throughout the year.

▸ If you are working digitally, in-person or both, follow these steps but be sure your fundraising event is done safely, includes everyone and divides up the tasks evenly among your group to carry out your event.

BASIC FUNDRAISING STEPS		
1 Decide what type of fundraiser is right for you, whether it's one in this book or one for another cause you're passionate about.	**2** Set up your GoFundMe Charity page on **charity.gofundme. com/wecharity**.	**3** Set a fundraising goal and choose a country and Pillar of Impact.
4 Select a date, time and event location.	**5** Estimate costs and create a budget.	**6** Recruit volunteers.
7 Create promotional materials (e.g., posters, videos, etc.) and confirm any materials you may need.	**8** Have fun at your fundraising event!	**9** Celebrate your efforts with a WE DayX.
10 Thank your friends, family, donors and volunteers for their support!		

Fundraising Tips

Use these tips to help you during your fundraiser!

Share

Make sure to share the details of your fundraiser with friends, family, community members, local politicians, Twitter followers—anyone and everyone! Promote your fundraiser and focus on the impact you want to make with your initiative.

Ask

People love to help—you just need to ask! Sometimes people need to be reminded a few times before they donate. And if someone says no, remember not to let it bring you down, and stay focused on your goal.

Stay Organized

Fundraisers have a lot of moving parts, so make sure you're sticking to your plan and keeping track of your responsibilities to ensure you have a successful fundraiser from start to finish.

Document It

Take photos and videos to record the highlights of your fundraiser. Share the journey with your friends, family, school and social media to help others understand your cause and encourage them to join in.

Make It Your Own

While many important causes are covered in the ready-made campaigns and initiatives in this book, you can always use the tips here for inspiration while you create your own custom campaign for the issue that you're most passionate about. Check out **WE.org/diycampaign** for extra help.

Fundraising at School

Fundraising at school is one of the easiest ways to create impact, because you have the perfect place to promote, plan and hold your fundraiser. If you cannot host events at your school, get creative with your initiative by moving your events online. You can collect donations for your cause from peers, parents and school staff, and then celebrate your efforts together!

Bake Sale

Host a bake sale and create a school recipe book with the recipes you used to sell at the bake sale to increase your fundraising total.

Jellybean Guess

Ask your school to guess how many jellybeans (or other delicious treats!) are in a jar. Collect donations for each guess.

Dance-a-thon

Host a dance-a-thon, walk-a-thon or jump rope event to raise funds and awareness for your cause. Fundraise and collect pledges for every hour of your health-focused event.

Sports Tournament

Hold a student vs. educator tournament and collect donations as a participant fee and at the door as an entrance fee.

Talent Show

Round up the talent in your school and host a talent show. Charge students an entrance fee at the door and have a local business donate a prize for the winner.

Fundraising on Your Own

You don't need a big team to make a big impact! Everyone has the power to make a difference. Holding a fund-raiser on your own shows a true commitment and passion for your chosen cause. Try having a few friends or family members help you along the way to make sure you're not overwhelmed. If hosting an event in person on your own is not possible, think of innovative ways to move some of the ideas below online with the support of your family and friends. A little bit of help can go a long way.

Movie Night

Host a movie night and invite your friends and family. Pick a film that highlights your cause to raise awareness and collect donations as an entrance fee.

Art Sale

Use your artistic skills toward raising money for your chosen Pillar of Impact by selling your creations! Whether you enjoy illustrating or making cards, offer your unique talent for a donation.

Marathon or Race

Sign up for a local race event and collect pledges for your efforts. Let people know what you're running for and donate your raised funds to the pillar of your choice.

Skills Class

Use your own skills and talents to help you fundraise for a cause you care about. Enjoy painting? Invite friends and family to a paint night and ask for a small donation at the door.

Yard Work

Help community members with shoveling, mowing the grass or planting flowers for a small fee. Donate the funds you raise to the Pillar of Impact of your choice.
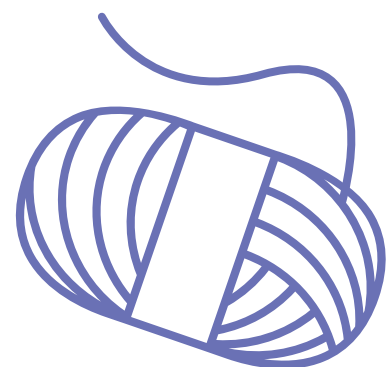
Fundraising at Home

When you have a cause you care about, your family can be a great support system to help you reach your goal. There are lots of ways to get your family involved in fundraising and it's a great opportunity to spend time bonding over a cause you care about, even if it means moving your in-person fundraiser online.

Benefit Dinner

Invite friends, family and community members to a benefit dinner. Sell tickets to the dinner and ask local businesses to donate food to help offset the cost.
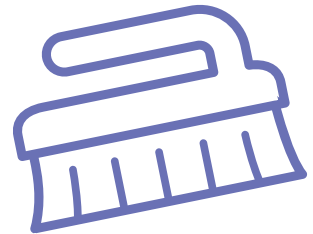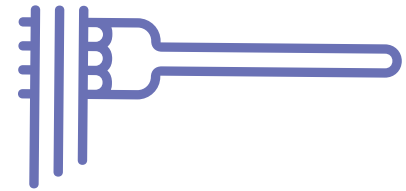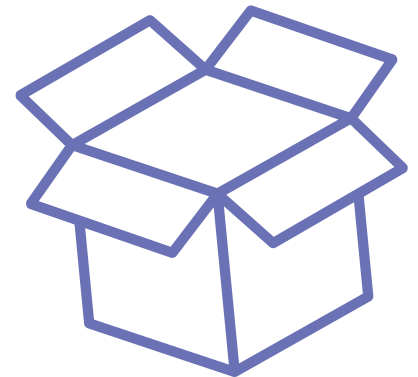
Car Wash

Gather your family together to host a car wash. Invite people from your community, parents of friends and others!
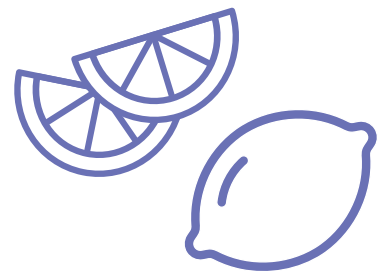
Garage Sale

Have your family clean out their closets and get rid of the things they're not using anymore. Sell them at a garage sale and donate the proceeds to the cause you're passionate about.

Lemonade Stand

Set up a lemonade stand outside with your family and sell cups of refreshing lemonade to community members. Let people know what you're fundraising for!

Themed Party

A themed party is an easy and fun way to raise funds for your cause with your family. Collect donations at the door to enter and have fun!

Fundraising as a Community

When a community rallies together around a cause they care about, they have the power to make real impact. Fundraising online or in-person as a community bring people together and empowers them to take action as a team. Encourage community members to come together to help plan, promote and celebrate their efforts at the event.

Block Party

Organize a party with your community and collect donations as an entrance fee. You can also sell food and drinks, and host games.

Coin Drive

Ask local businesses and community centers to keep a collection jar for your community to donate change in to support your cause.

Culinary Competition

Host a cooking competition between community members. Have everyone create their best dish and have people pay to taste and vote for their favorite creation.

Silent Auction

Organize a silent auction with your community. Ask local businesses or individuals to donate prizes such as gift baskets, services, etc.

Scavenger Hunt

Organize a community-wide scavenger hunt and charge a registration fee for community members to participate. Have local businesses donate a prize for the winner.
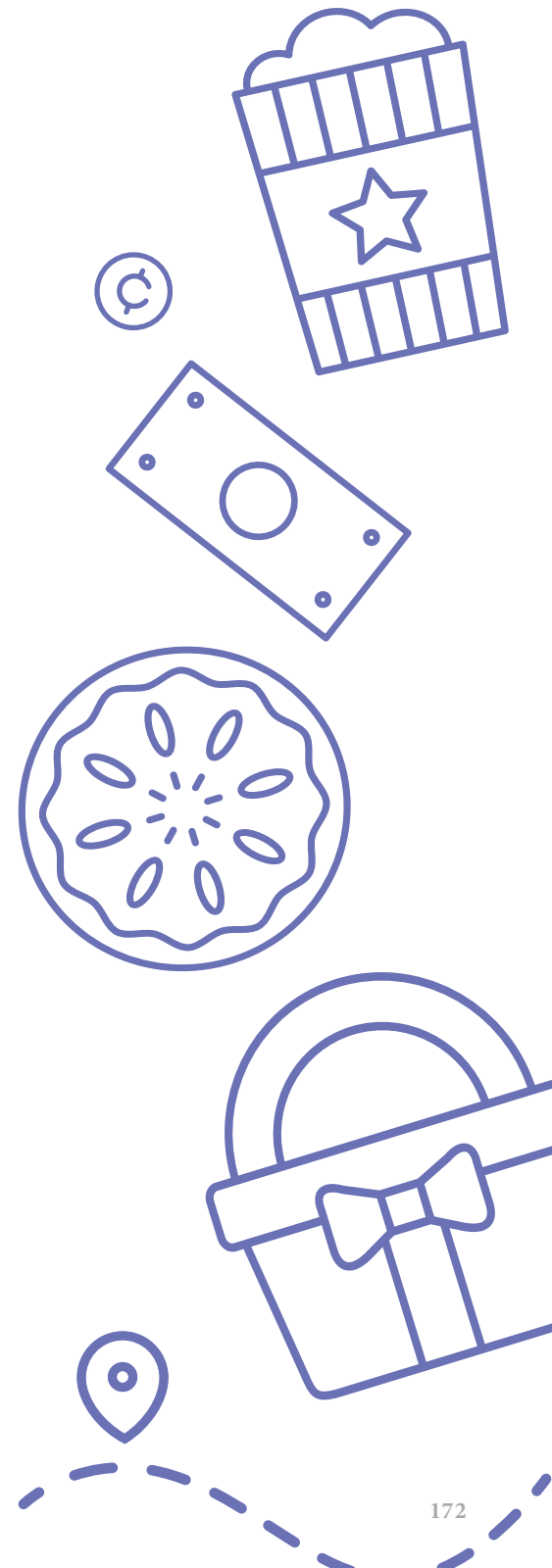
Four Easy Steps

1. Investigate and Learn

Explore the issue you want to take action on. For example, if access to clean water is your passion, learn more about why it is so important and how it impacts people around the world.

2. Action Plan

Set a goal and create an action plan for your fundraiser. Work out the logistics of an action plan that will make a meaningful difference on your issue.

3. Take Action

Start fundraising! Spread the word about your fundraiser throughout your school and on social media. You can create your own GoFundMe page to track your donations, or track your Rafiki sales on an order form.

4. Reflect and Celebrate

Look back at your goals to evaluate and celebrate the impacts your group made.

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