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, networking opportunities, and more! Not only will your kit be available online, but now there are many other opportunities 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.

Craig & Marc
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

Investigate and Learn

Action Plan and Take Action

Report and Celebrate

Where to find:

Download at WE.org/educator-resources
Download at WE.org/weschoolskit
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

Even more at WE.org/weschools
- Videos
- Posters
- Social posts
- Creative resources
- Helpful forms
- Fundraising toolkits

Action Plan and Take Action

Report and Celebrate

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

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<tbody>
<tr>
<td>Explore local and global issues then set your goal.</td>
<td>Develop an action plan for your initiative.</td>
<td>Implement your plan and reflect on your impact.</td>
<td>Present the results of your project.</td>
</tr>
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### 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](http://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**

<table>
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<tr>
<th>2018–2019 YEAR IN REVIEW REPORT</th>
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<tr>
<td>85% of educators said they feel a renewed inspiration for teaching and engaging with young people.</td>
</tr>
<tr>
<td>85% of educators said students/young people feel a greater connection to their local community.</td>
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<tr>
<td>87% of educators said that students/young people demonstrate increased leadership among their peers.</td>
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<tr>
<td>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.</td>
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**Program Impact**

<table>
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<tr>
<th>2018–2019 SCHOOL YEAR</th>
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<tr>
<td>12,077,399 Volunteer hours logged</td>
</tr>
<tr>
<td>18,400 Schools across North America and the UK</td>
</tr>
<tr>
<td>$321,017,813 Annual social value created globally</td>
</tr>
</tbody>
</table>
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 41, the Service-Learning in Action section on page 57, 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.

Thank you to Microsoft for helping students achieve more through digital skills. Microsoft believes that technology can empower the students of today to create the world of tomorrow. Together with WE, Microsoft is empowering young people to change the world through technology. It is the key to helping students succeed, think creatively and ultimately create a better world. With the right skills and tools, everything is possible.
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.

<table>
<thead>
<tr>
<th>Instructional Methods</th>
<th>Materials</th>
<th>Estimated Time</th>
</tr>
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<tbody>
<tr>
<td>• Jigsaw discussion</td>
<td>• Notebooks or notepaper</td>
<td>• 45 minutes for local issues discussion</td>
</tr>
<tr>
<td>• Group work</td>
<td>• Writing utensils</td>
<td>• 45 minutes for global issues discussion</td>
</tr>
<tr>
<td>• Reading and note-taking</td>
<td>• Front board</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Issue Cards</td>
<td></td>
</tr>
</tbody>
</table>
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

Take action against today’s pressing social issues by creating innovative solutions through the use of STEM skills and raise awareness on the issues that you’re passionate about. Made possible by Dow.

- WE.org/weareinnovators
- Page 60

SOCIAL VULNERABILITY

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 71

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

- WE.org/wevolunteernow
- Page 81
### EQUITY AND HUMAN RIGHTS

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

- [WE.org/weareone](WE.org/weareone)
- Page 92

### ENVIRONMENT

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

- [WE.org/wegogreen](WE.org/wegogreen)
- Page 111
WE Promote Respect helps build understanding of the differences between healthy and unhealthy relationships, and provides tools to navigate and disengage from unhealthy relationships and instead form bonds with others that will enrich your life rather than endangering it. Made possible by The Allstate Foundation.

- WE.org/wepromoterespect
- Page 122

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 126
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**
WEareone

### 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**
WEareinnovators
WEpromoterespect

### 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**
WEgo green
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.

### 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.

### 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.

### 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!
Thank You

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

TITLE SPONSOR

Allstate Foundation

PRESENTING SPONSORS

Microsoft

Unilever

SUPPORTING SPONSORS

Walgreens

Dow

REGIONAL SPONSORS

California: Argyros Family Foundation

Minnesota: Stillman Family Foundation
Thank You

Thank you to our U.S. sponsor, The Allstate Foundation, for their generous support.

“Thank you for joining us in empowering the next generation of leaders. Across our country, young people are unleashing big, bold ideas that will transform their communities. It’s important that we listen to them and give them the tools needed to achieve their goals. That’s why The Allstate Foundation continues to invest in resources like WE Schools, where students are inspired to achieve social impact while also gaining critical skills such as teamwork, empathy and problem-solving. With your guidance, there’s no doubt that they will become engaged leaders destined to change our world for good.”

Elizabeth Brady
EXECUTIVE VICE PRESIDENT
CHIEF MARKETING, INNOVATION AND CORporate RELATIONS OFFICER
ALLSTATE INSURANCE COMPANY
Thank You

Thank you to our supporting sponsor, Walgreens, for their generous support.

Walgreens
Educator Resources

Running WE Schools in the Classroom
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Social and Emotional Learning

In today’s learning environment there is a growing emphasis on developing caring classroom environments and promoting social and emotional learning (SEL). SEL is a way of learning that allows students to 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. SEL is becoming increasingly important since it supports academic learning, promotes well-being, and addresses the changing needs of today’s and tomorrow’s students.

FACT:

Students from strong SEL schools report a more positive social and learning environment, do better academically, and are 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 colorful 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 and so much more!
With Service-Learning
Implementing SEL and service-learning together results in even better outcomes for positive youth development compared to SEL alone. Backed by the latest research highlighting the vast benefits, WE Schools is uniquely positioned to provide opportunities that merge service-learning with SEL, engaging youth in purposeful activities that facilitate learning, self-awareness and well-being. A leader in this approach, WE Schools programming draws from a combination of experience and research indicating that quality service-learning can build SEL competencies, while SEL can strengthen the ability of students to be capable service providers.

### FIVE KEY SKILLS

Chosen from The Collaborative for Academic, Social, and Emotional Learning’s (CASEL) list of core competencies and SEL skills

<table>
<thead>
<tr>
<th>Skill</th>
<th>Description</th>
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<tbody>
<tr>
<td>Empathy</td>
<td>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.</td>
</tr>
<tr>
<td>Communication</td>
<td>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.</td>
</tr>
<tr>
<td>Collaboration</td>
<td>In a volunteer setting, students are called upon to work as a group and build skills like conflict resolution.</td>
</tr>
<tr>
<td>Perseverance</td>
<td>Showing up for others is not always an easy task. Through service-learning students will gain practice self-motivating and goal-setting.</td>
</tr>
<tr>
<td>Problem-solving</td>
<td>Through experience, students will build an arsenal of tools that will equip them to identify problems and come up with creative solutions.</td>
</tr>
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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](http://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

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<tbody>
<tr>
<td>Students explore topics related to a real-world challenge or opportunity.</td>
<td>Students develop an achievable plan to implement their service-learning project.</td>
<td>Students implement their action plan involving direct service, indirect service and/or advocacy.</td>
<td>Students highlight their project to showcase their learning and outcomes.</td>
</tr>
</tbody>
</table>

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.

Features

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.

Features

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.
Co-curricular
Enhance students’ learning with our leadership and skill-building opportunities that complement our curriculum.

Features
Deepen students’ learning and engagement year-round with programs that focus on character traits and skill development such as empowerment, problem solving, team building and a greater understanding of the world.

A trip for students may be the ultimate culminating experience.

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.
WE Teachers

WE Teachers is a free program for teachers across America, providing resources and training to support them in addressing critical social issues their students are facing today. The program is designed to be personalized, adaptable and highly accessible through virtual-learning opportunities, and focuses on building educators’ capacity to drive long-term, sustainable impact. It ensures that teachers have access to educational tools and training they need to support themselves and their students for future success.

The WE Teachers Hub is your online support network. Here, 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. Through the WE Teachers Hub, educators can access resources that help raise awareness of important issues to support students becoming active and engaged citizens. Start exploring today and build your capacity to empower your students.

**Resources**
Access curriculum resources that will help educators feel confident in challenging their students to learn about social justice issues and to take action.

**Online Courses**
Engage in professional learning via WE Teachers Modules such as Trauma-Informed Classrooms and Mental Well-Being. These courses are available to all educators to enhance their understanding of social issues that are affecting students and educators alike, with local context in mind.

**Social Community**
Find yourself at home in a community that gives exclusive access to an online learning platform where educators can connect with like-minded peers and the best minds in service-learning. Find endless opportunities for collaboration via the Hub to receive ongoing support throughout the year.

**Virtual Learning**
Virtual learning opportunities in addition to online community forums and virtual teacher training include WE Speaks and WE Global Classroom. These platforms are available in the Hub for educators to tap into larger networks and explore social justice issues on a local and global scale!

**Join today: teachershub.we.org**
Trauma-Informed Classroom Resources

WE Teachers presents seven modules directed at creating a trauma-informed classroom, where every educator feels confident in times of stress and every student feels safe. The resources are designed to help you gain a deeper understanding of the topics and relevant terms before learning about preventive actions, interventions and policies. You’ll learn what the various challenges are and how they may exist or present within students and/or the classroom, explore how to identify and support a student experiencing such challenges within the classroom and discover the general importance of developing a safe classroom and the benefits it has on ensuring student safety. In addition, you will be called upon to examine your own biases and opinions and develop the ability to identify students at risk.

**Intro**
As educators, it is imperative that we educate ourselves on what trauma is, how we can identify trauma, how to support students and ultimately create a trauma-informed classroom.

**Mental Well-Being**
Develop a more comprehensive foundation of common mental health challenges and conditions, the warning signs and how to respond to students dealing with these issues.

**Bullying**
Gain a deeper understanding of why students bully, the risk factors to look for in a student who has been bullied, and how to create a safe space in the classroom/school to mitigate bullying.

**Diversity and Inclusion**
Understand and recognize diversity in your classroom and learn about what you can do to ensure your class is an inclusive environment for all your students.

**Poverty**
Understand how you can identify and support students in your classroom who may be experiencing poverty or a related issue and what you can do to ensure your class is an inclusive environment.

**Youth Violence**
Understand the many contexts in which young people may experience violence, as well as its causes and the impact violence can have on young people’s lives.

**A Pandemic-Informed Community**
Helping teachers, parents and caregivers discuss pandemic-related trauma with youth on a home, classroom and community level.
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.
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.
Microsoft 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.

The WE Schools Kit on OneNote

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](http://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 classroom to career, Tech for Good equips students with the digital, emotional, collaborative and cognitive skills needed to be future-ready. Students can:

• Display the digital Tech for Good badge in their school and personal email signatures mirroring industry digital credentialing.
• Use their Tech for Good credentials to promote.
• Join Tech for Good learning communities of like-minded and motivated students across the globe.
• Include this tangible recognition on college and scholarship applications.
• Simultaneously participate in College Board’s AP with WE Service while earning their Tech for Good Badge.

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.

Thank you to Microsoft for helping students achieve more through digital skills. Microsoft believes that technology can empower the students of today to create the world of tomorrow. Together with WE, Microsoft is empowering young people to change the world through technology. It is the key to helping students succeed, think creatively and ultimately create a better world. With the right skills and tools, everything is possible.
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

<table>
<thead>
<tr>
<th>Digital Citizen</th>
<th>Global Collaborator</th>
<th>Computational Thinker</th>
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<tbody>
<tr>
<td>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.</td>
<td>Students use digital tools to broaden their perspectives and enrich their learning by collaborating with others and working effectively in teams locally and globally.</td>
<td>Students develop and employ strategies for understanding and solving problems in ways that leverage the power of technological methods to develop and test solutions.</td>
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Visit iste.org for more information.

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How to Earn the Badge

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

1. Empower and assist students using technology and digital skills in each WE Schools campaign, incorporating at least three of the ISTE student sub-standards outlined in this Tech for Good Guidebook.
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 alongside 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. The 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.
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 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 Principles

AP® with WE Service for All

This module is available for service-learning integration in all 38 AP courses. Download the pdf at WE.org/ap/we-resources.

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.
Minecraft: Education Edition

This Minecraft: Education Edition lesson pack takes students on a journey through the countryside of Kenya as they role play the part of a youth devoted to making change happen for their home village. Students will develop a deep understanding of health and wellness while interacting with characters in Minecraft and in discussions with their classmates. Students will conduct research, develop their writing skills, and take action through a social entrepreneurship project. Simulated tasks within the experience allow students to help restore, promote, or maintain good health and well-being, while game-embedded learning activities radically enhance student engagement. These lessons transcend classroom walls and local communities, bringing student change-makers together to take action and improve lives. Find the download at teachershub.we.org.

Thank you to Microsoft for helping students achieve more through digital skills. Microsoft believes that technology can empower the students of today to create the world of tomorrow. Together with WE, Microsoft is empowering young people to change the world through technology. It is the key to helping students succeed, think creatively and ultimately create a better world. With the right skills and tools, everything is possible.
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


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**
- 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**
- 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**
- 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**
- 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
Service-Learning in Action

Campaigns and Action Plans
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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 39.
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!

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Microsoft OneNote

What makes the WE Schools Kit even better? Having it all available digitally and online with Microsoft OneNote! This app makes doing good, learning and collaborating doable—it’s the best companion for your adventure in changing the world. Download the WE Schools Kit on Microsoft OneNote at WE.org/weschoolskit.

Accessible 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 to take action!

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.

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Theme: Education
Create innovative solutions to a pressing social issue.

**Theme**
EDUCATION

**SDG Connection**
12 RESPONSIBLE CONSUMPTION AND PRODUCTION

**Skills**
- CRITICAL THINKING: ANALYZING AND EVALUATING INFORMATION
- REFLECTION: APPLYING NEW KNOWLEDGE
- ACTION PLANNING: CREATING A WORKING PLAN
- SOCIAL AND EMOTIONAL LEARNING: SELF-MANAGEMENT

A special thank you to Dow for their commitment to inspiring youth to make a positive impact in the world. Dow, a proud partner of WE, is dedicated to empowering students with the STEM skills to innovate solutions for today's most challenging problems. Through WE Are Innovators, Dow and WE ignite students' passions for science and technology to change the world.
Awareness + Innovation = Change

Is there a change you want to see in the world? Everyone—including you!—has the power to innovate creative and inclusive solutions to solve the world’s most pressing issues, today and tomorrow. Whether you’re passionate about food or plastics waste, protecting nature, or conserving energy, you can be part of the solution and make a meaningful impact in the world that benefits everyone, regardless of backgrounds, beliefs, abilities, lifestyles and experiences.

Through WE Are Innovators, you can build and use your STEM skills to address important issues. Become an innovator and advocate for positive change and raise awareness of the causes you care most about. Take action and help build a brighter future for all!

**FACT:**
*Between 2017 and 2027, the number of STEM jobs will grow 13 percent, compared to 9 percent for non-STEM jobs—with positions in computing, engineering and advanced manufacturing leading the way.*

**Campaign in Action**

When we challenged a group of students at Fleetwood Elementary School to incorporate STEM into their solution to a social issue, we had no idea they would take it so literally! Bringing real stems—the ones that support plants—to life through STEM, this group researched different designs and uses of community gardens. Inspired by the “African keyhole garden” concept, students got to work designing their very own school garden, researching different fruit and vegetable varieties that would flourish in their neighborhood based on scientific concepts such as climate, soil composition, average precipitation, etc. The group took the project one step further by investigating different technological approaches for repurposing any materials. We can’t wait to test out the fruits of their labor in the harvest season!
Ways to Take Action

Rally your classmates and design a new product (e.g., bricks, desks, benches) that benefits everyone, using recycled waste to reduce the creation of new materials.

**Blended Education Idea:** Students work on their own individual new product ideas either in class or remotely. Then everyone comes together for a pitch-off where everyone shares their ideas for a new innovative idea. Choose the most exciting new idea to tackle as a class action plan.

---

**GRADES 4–6**
- Organize a repurposing expo, where students are invited to showcase the different ways in which they reuse and repurpose everyday items. Award prizes to the most innovative designs and ideas!
- Host a design challenge, where competitors will build a cooler box using simple household materials. The challenge is to see which design is able to keep an ice cube frozen for the longest period of time. Think about how this might be beneficial for people without access to electricity.

**GRADES 7–8**
- Go for a walk around your school grounds and identify any areas that might be inaccessible or a barrier for individuals with a disability. Brainstorm and develop a prototype that would resolve the issue and host a fundraiser to have it built!
- Design a system that allows your school to collect biodegradable materials to minimize the amount sent to landfill. Think about innovative ways you can use this organic material (e.g., composting it).

**GRADES 9–12**
- Work with your classmates to research and design a plan for water-efficient landscaping that uses plants native to your geographical location. This plan should not require any permanent irrigation or sprinkler system. Produce a report and appeal to your school administration to put this plan into action.
- Does your school have a system in place for collecting recyclable materials? If not, create a plan yourself and try to implement it. If there is already a system, see what you can do to expand to include additional materials, such as batteries or old electronics.
WE Are Innovators

With our Classroom Resources, educators can integrate service-based learning into their curriculum to broaden students’ understanding of issues they are passionate about. Download all the pdfs at WE.org/weareinnovators.

Grade Levels: 4-12 • Subject Connections: Science, Technology, Engineering and Math

Module: Inclusive and Sustainable Innovation
• Develop a scientific approach to solving problems.
• Explore sustainable solutions.
• Embrace an inclusive mindset.

Module: Energy and Housing
• Learn how traditional housing designs and building materials deplete resources.
• Explore alternative products and services to address local and global issues.

Module: Food Waste
• Understand how food waste contributes to social, economic and environmental issues both locally and globally.
• Recognize how food waste depletes natural resources and adds to global food insecurity.
• Learn how innovative, sustainable ideas can help everyone.

Module: Transportation Solutions
• Find out how conventional transportation options have negative impacts on the environment and society.
• Learn how transportation options are unsustainable because of issues of safety, accessibility, and air and water pollution.
• Develop an understanding of how to create sustainable transportation solutions that benefit society as a whole.

Module: Circular Economy and Nature
• Learn about how human behavior and mindsets about consumption contribute to a sustainable planet.
• Determine how science creates opportunities beyond the original “reduce, reuse and recycle” approach.

Tech for Good Badge

Become future ready by learning and using digital skills.

Start a social media campaign to raise awareness of the power of innovation in solving issues in your community. Challenge friends, family and neighbors to contribute an innovative idea and post it online. Don’t forget to show us what you’re doing using #WEareInnovators.

Go further: Create a platform or website that showcases all of the solutions you come up with. Make it engaging and educational by creating videos and step-by-step guides to help all viewers apply those solutions in real life and help everyone.
Get Doing

STEP 1: Investigate and Learn

What local or global issue are you and your group passionate about? From plastics waste to energy conservation, dig into the issues that you see are affecting your community or the world. Use the Issue Cards to explore and learn about the different issues our world faces today, or research your own!

CHECKLIST

- Check out the Issue Cards or your own research
- Create an Action Plan
- Visit WE.org/weareinnovators for resources
- Put up posters or share a digital version
- Print out and distribute the resources
- Share on social media with #WEareInnovators
- Plan your WE DayX
- Complete your Campaign Impact Survey
- Complete your Tech for Good badge survey

What did you learn?

What issues are affecting your school or community? What are the causes and effects?

____________________________________________________________________________

____________________________________________________________________________

____________________________________________________________________________

In what ways have you seen STEM used for good in your school or community?

____________________________________________________________________________

____________________________________________________________________________

____________________________________________________________________________

What global issues are affecting the world? What are the causes and effects?

____________________________________________________________________________

____________________________________________________________________________

____________________________________________________________________________

How can you advocate for the causes you care about using STEM?

____________________________________________________________________________

____________________________________________________________________________

____________________________________________________________________________
STEP 2: Action Plan

With STEM, there are so many possibilities when it comes to making a positive difference in the world! Now that you know more about your chosen issue, it’s time to create a plan of action and innovate a solution.

SET YOUR GOAL

What cause or issue will you take action on?

What is your STEM idea to tackle your chosen issue?

How many people will you need to help you set off your idea?

How will you measure your impact? (E.g., the number of plastic bottles recycled.)

Assign Roles

Think about what you’ll need to bring your innovative idea to life. Based on everyone’s individual strengths and passions, decide who in your group will be responsible for each task!

<table>
<thead>
<tr>
<th>Task</th>
<th>Group Member(s) Responsible</th>
</tr>
</thead>
<tbody>
<tr>
<td>Collecting materials</td>
<td></td>
</tr>
<tr>
<td>Building</td>
<td></td>
</tr>
<tr>
<td>Researching</td>
<td></td>
</tr>
<tr>
<td>Project Management</td>
<td></td>
</tr>
<tr>
<td>Public Relations</td>
<td></td>
</tr>
</tbody>
</table>
**STEP 3: Take Action**

It’s time to create positive social change! With your innovative idea and STEM skills, you and your group can make waves of difference at school, in the community and in the world.

*Tip: Record a collaborative time-lapse video of the project from start to finish from all members of your group and share using social media to inspire others to do their own STEM challenge for good!*

Share your pictures, progress and success on social media with #WEareInnovators.

**Reflect**

What are some things you learned about your chosen issue?

______________________________

______________________________

______________________________

Did you run into any obstacles when bringing your innovation to life? How did you overcome them?

______________________________

______________________________

______________________________

What will you do differently next time?

______________________________

______________________________

______________________________

How will you continue to raise awareness of your issue and make a difference?

______________________________

______________________________

______________________________
STEP 4: Report and Celebrate

Report
How many people were involved creating your solution?

Depending on how you chose to measure your impact, what were your results?

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 acknowledge everyone who supported your campaign. (E.g., send thank you cards, give a shoutout on social media.)
**Finding Solutions Worksheet**

Pick a social issue you care about in your community, (e.g., food insecurity) then explore it through the lens of STEM. You can do this exercise all together, separate into four groups or individually on your own.

<table>
<thead>
<tr>
<th>Science</th>
<th>Technology</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Issue:</strong></td>
<td><strong>Issue:</strong></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Method:</strong></td>
<td><strong>Method:</strong></td>
</tr>
<tr>
<td>E.g., Research GMO foods</td>
<td>E.g., Look into food sharing apps</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Engineering</th>
<th>Math</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Issue:</strong></td>
<td><strong>Issue:</strong></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Method:</strong></td>
<td><strong>Method:</strong></td>
</tr>
<tr>
<td>E.g., Design a system to improve food preservation</td>
<td>E.g., Track data on food transfer from point A to B</td>
</tr>
</tbody>
</table>
Social Media Graphics

In November 2019, the US Department of Education announced that it invested almost $540 million to support science, technology, engineering, and math (STEM) education.

People in STEM fields can expect to earn 26% more money on average and be less likely to experience job loss.

STEM occupations increased by 79% between 1990 and 2016, from 9.7 million to 17.3 million.

At 6.7 million, women make up three-quarters of all health care practitioners and technicians—the largest occupational cluster classified as STEM in a study of 9.0 million workers.

Find More Online
Visit WE.org/weareinnovators for more stats, information and downloadable posters and infographics to help you make a difference. Plus, don’t forget to share on social media with #WEareInnovators.
Theme: Social Vulnerability
**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**

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**INTRODUCTION**

WE SCARE HUNGER

Collect canned goods for local food banks.

---

WE scare hunger

Collect canned goods for local food banks.
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:
One in six American children may not know where their next meal is coming from.

Campaign in Action

Hungry for some good news? We’ve got just the story to satisfy your craving. WE club members at Adlai E. Stevenson High School have taken their WE Scare Hunger campaign to another level by designating classroom leaders responsible for creating eye-catching donation boxes to disperse throughout the school. While setting up these canned food collection hot spots, students are also spreading the word about food insecurity via classroom presentations. They have a central location set up, where students can feel free to drop off their donations during lunch periods and before and after school. We “canned” wait to see the results!
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. Put together some care packages to be dropped off at a local food bank or shelter!
- 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 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!
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.

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

Tech for Good Badge

Become future ready by learning and using digital skills.

Research local food banks online 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.
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](http://WE.org/wescarehunger)
- Put up posters or share a digital version
- Watch and share the campaign video
- Visit [WE.org/wescarehunger](http://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?

---

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

---

What items do they need most?

---

When do they need donations the most?

---

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 (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.

<table>
<thead>
<tr>
<th>Task</th>
<th>Group Member(s) Responsible</th>
</tr>
</thead>
<tbody>
<tr>
<td>Distributing WE Scare Hunger cards in your school or community</td>
<td></td>
</tr>
<tr>
<td>Making morning announcements</td>
<td></td>
</tr>
<tr>
<td>Putting up posters or creating a digital version</td>
<td></td>
</tr>
<tr>
<td>Posting on social media</td>
<td></td>
</tr>
<tr>
<td>Planning trick-or-treating routes</td>
<td></td>
</tr>
<tr>
<td>Contacting local food banks</td>
<td></td>
</tr>
<tr>
<td>Weighing and recording food donations</td>
<td></td>
</tr>
<tr>
<td>Asking a local Ford dealership to help with food pickup/drop-off</td>
<td></td>
</tr>
</tbody>
</table>
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.*

**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**

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:

- 
- 
- 
- 

Thank you! WE.org/wescarehunger
Social Media Graphics

42,000,000 Americans are living in homes that struggle to put food on the table

11 million children in America currently live in food-insecure households

72% of the households Feeding America network served in 2014 lived at or below the federal poverty level, earning a median annual income of $9,175

22 million kids rely on free or reduced-priced lunch programs at school

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.
A special thank you to The Allstate Foundation for empowering youth to make a difference in their communities. The Allstate Foundation believes that social and emotional learning (SEL) skills like empathy, leadership, and teamwork should be part of every young person’s education. That’s why The Allstate Foundation teamed up with WE to bring you service-learning curriculum and WE Volunteer Now to ensure that the next generation of leaders have the tools and resources to achieve their dreams and change the world.
Volunteering + Youth Empowerment = Change

Volunteering is not only a great way to help make the world a better place for everyone, 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, skills-development 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.” A group of change-makers in Seattle, called “The Power of WE,” truly embodied this quote through WE Volunteer Now, by setting time aside from their own busy Thanksgiving weekends and working together to plan, shop, prep, cook and serve a delicious turkey dinner for individuals struggling with homelessness. Along with the two 25-lb roasted turkeys—which turned out not to be enough for all the attendees that showed up—were pounds upon pounds of potatoes, stuffing, veggies and takeaway goodies such as handwarmers, footwarmers, chocolates and soda. Needless to say, there was a lot to be thankfull for on this holiday!
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.

<table>
<thead>
<tr>
<th>GRADES 4–6</th>
<th>GRADES 7–8</th>
<th>GRADES 9–12</th>
</tr>
</thead>
</table>
| • 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 senior 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. | • 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, tissue, etc. Create packages to be distributed in your community or dropped off at a shelter. | • Investigate different volunteering initiatives in your community and put together a game plan 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! |
### 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](https://WE.org/wevolunteernow) for lesson plans and ideas to learn more about the power of volunteerism.

<table>
<thead>
<tr>
<th>Grade Levels</th>
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<th>Learning Goals</th>
<th>Skills Developed</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 to 8</td>
<td>• Language</td>
<td>• Learn about the history and importance of volunteerism in the United States.</td>
<td>• Action planning</td>
</tr>
<tr>
<td></td>
<td>• Social Studies</td>
<td>• Research and discover an organization to volunteer with, or plan your own volunteer experience.</td>
<td>• Research and writing</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Understand and demonstrate ways to spread awareness.</td>
<td>• Argument formation</td>
</tr>
<tr>
<td>9 to 12</td>
<td>• English</td>
<td>• Action planning</td>
<td>• Organization</td>
</tr>
<tr>
<td></td>
<td>• Social Sciences and the Humanities</td>
<td>• Research and writing</td>
<td>• Reflection</td>
</tr>
<tr>
<td></td>
<td>• World Studies</td>
<td>• Argument formation</td>
<td>• Information literacy</td>
</tr>
</tbody>
</table>

### 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!
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
- 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 neighborhood and mapping out the issues. Download the Community Mapping activity at WE.org/weschoolskit.

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

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

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.

<table>
<thead>
<tr>
<th>SET YOUR GOAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>What will your volunteer action be? __________________________________________</td>
</tr>
<tr>
<td>When will you hold your volunteer week or event? ____________________________</td>
</tr>
<tr>
<td>How will you be measuring how much you volunteer? (E.g., hours, actions, events.)</td>
</tr>
<tr>
<td>More people means more impact! How will you rally together and increase participation in your campaign?</td>
</tr>
</tbody>
</table>

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. __________________________________________ 6. __________________________________________
2. __________________________________________ 7. __________________________________________
3. __________________________________________ 8. __________________________________________
4. __________________________________________ 9. __________________________________________
5. __________________________________________ 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!

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?

Share your pictures, progress and volunteer actions on social media with #WEvolunteerNow.
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. (Eg., 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.

NAME:

MY VOLUNTEER TALENT:

I VOLUNTEER BECAUSE:

NAME:

MY VOLUNTEER TALENT:

I VOLUNTEER BECAUSE:
Social Media Graphics

- 25% of Americans take the time to volunteer
- 92% of executives in human resources agree that contributing to a charity can improve an employee’s leadership skills
- Food preparation and distribution was the most reported volunteer activity, representing 11.3% in 2015
- Volunteers, on average, spend 50 hours per year donating their time to the greater good

Find More Online
Visit [WE.org/wevolunteernow](http://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
A special thank you to Microsoft for helping WE empower youth to create more inclusive communities. Microsoft believes technology is a powerful force for inclusion and social change. There are no limits to what people can achieve when technology reflects the diversity of everyone who uses it.
**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:**

Accessibility is when the needs of people with disabilities are specifically considered, and products, services and facilities are built or modified so that they can be used by people of all abilities.

**Campaign in Action**

Growing up with a visual impairment was no obstacle to seeing a more inclusive approach to Physical Education classes and other school activities for this inspiring student! Meet Catie, a student at Davenport Senior High School. Catie noticed that there was a significant gap in inclusion of students with impaired vision in different physical activities and decided to zoom in on the issue. Leaning on her network and resources as an ambassador for The School of the Blind, Catie brought in Goalball equipment (if you’re not familiar with the sport, check it out!) and demonstrated different ways that students with visual impairments can participate in sports. With Catie’s help, we can all look toward a more 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.

WAYS TO TAKE ACTION

WE ARE ONE

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 up 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 what you learned 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 nearby 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 be of benefit to 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.

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

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 center, hospital, apartment building, etc.—where services and accessibility are at the forefront of design. Share your designs with everyone who will listen, maybe even your Congressperson! Share your ideas with us using #WEareOne.

Go further: Found a space that is in need of some updates? Write a letter to someone in your local government, your school administration or a local businesses to make change come to life!
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
- 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 100 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.

<table>
<thead>
<tr>
<th>Task</th>
<th>Group Member(s) Responsible</th>
</tr>
</thead>
<tbody>
<tr>
<td>Making school announcements</td>
<td></td>
</tr>
<tr>
<td>Posting on social media</td>
<td></td>
</tr>
<tr>
<td>Putting up posters or creating a digital version around the school</td>
<td></td>
</tr>
<tr>
<td>Researching facts</td>
<td></td>
</tr>
</tbody>
</table>
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 (e.g., installation time and costs, training for equipment, etc.)?
- How will your group offer assistance (e.g., 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!

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?

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

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?

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. (Eg., host an 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.

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

61 million adults in the United States live with a disability

20% of Americans are deaf or hard of hearing and 10% of adults have some degree of vision loss

71% of people with disabilities leave a website immediately if it is not accessible

16% of people with disabilities have acquired a bachelor’s degree, versus 35% of people without disabilities

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.
Pledge to go silent for global human rights.
## 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](http://WE.org/wearesilent) for lesson plans and ideas to raise awareness of children’s rights issues.

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

<table>
<thead>
<tr>
<th>What issue will you take action on?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>What type of action/fundraiser will you do?</td>
</tr>
<tr>
<td>---------------------------------------------</td>
</tr>
<tr>
<td>Consider some of the example actions below to give you ideas:</td>
</tr>
<tr>
<td>□ Collect pledges online or in-person for a vow of silence</td>
</tr>
<tr>
<td>□ Fundraise with your school through a silent march</td>
</tr>
<tr>
<td>□ Fundraise and raise awareness through a whiteboard raid (write facts about your issue on all classroom boards the day before your event day)</td>
</tr>
<tr>
<td>Which Pillar of Impact will you be fundraising for?</td>
</tr>
<tr>
<td>Education</td>
</tr>
<tr>
<td>----------</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>What is your fundraising goal?</td>
</tr>
<tr>
<td>--------------------------------</td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>
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.

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>October 11</td>
<td>International Day of the Girl Child</td>
</tr>
<tr>
<td>October 16</td>
<td>World Food Day</td>
</tr>
<tr>
<td>October 17</td>
<td>International Day for the Eradication of Poverty</td>
</tr>
<tr>
<td>November 20</td>
<td>Universal Children's Day</td>
</tr>
</tbody>
</table>

Assign Roles

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

<table>
<thead>
<tr>
<th>Task</th>
<th>Group Member(s) Responsible</th>
</tr>
</thead>
<tbody>
<tr>
<td>Putting up posters or creating a digital version</td>
<td></td>
</tr>
<tr>
<td>Posting on social media</td>
<td></td>
</tr>
<tr>
<td>Making school announcements</td>
<td></td>
</tr>
<tr>
<td>Sending out digital newsletters</td>
<td></td>
</tr>
</tbody>
</table>

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.

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](http://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!

available online

- Student Handbook
- Educator Handbook
- Social Media Toolkit
- Posters
- Talking Points
- Donation Form
- and more!

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 heating the skills and tools they need to create a brighter future for themselves and their community.

WHERE:

DATE:

OUR GOAL:

TEAM NAME:

Donate online at: crowdrise.com/wearesilent
Theme: Environmental Sustainability
Rally your friends to reduce waste.
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 in your 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 1.5°C, global carbon emissions need to fall by a staggering 45 percent from 2010 levels by 2030.

Campaign in Action
Who needs fast fashion when you can have free fashion? Students at Tenino Middle School are invited to stop and shop anytime at Rachel’s Closet, a donation-based upcycling initiative held in the school, where gently loved clothing can get a second lease on life! From bathing suits to ballgowns and personal hygiene kits, this shop has everything a student might need, and did we mention it’s free? Looks like green is always in season!
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.

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**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.
- Take an online sustainability pledge with your classmates. Spread the word to different classes around you to get the whole school on board!
- There are so many cute options out there for reusable products—invest in a water bottle or food containers to keep your lunch litter-free!

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**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 center 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.

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**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!
# Act Today for a Bright 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](https://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

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

## 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! Be sure to tag your posts online with #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!
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](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 online assembly

Community Mapping

Download the Community Mapping activity at [WE.org/weschoolskit](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?

<table>
<thead>
<tr>
<th>Issues</th>
<th>Solutions</th>
</tr>
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</tbody>
</table>

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

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

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.

<table>
<thead>
<tr>
<th>Task</th>
<th>Group Member(s) Responsible</th>
</tr>
</thead>
<tbody>
<tr>
<td>Making school announcements or sharing on digital platforms</td>
<td></td>
</tr>
<tr>
<td>Putting up posters or creating a digital version</td>
<td></td>
</tr>
<tr>
<td>Gathering supplies</td>
<td></td>
</tr>
</tbody>
</table>

GET DOING
WE GO GREEN
**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!*

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 badge for the members of your group or create your own.

I PLEDGE TO:

SIGNED:

I PLEDGE TO:

SIGNED:
Social Media Graphics

Only 9% of plastic trash is recycled in the U.S.

More than 1 million seabirds and 100,000 sea mammals are killed by pollution every year

According to the Green Schools Alliance, Americans generate 30 billion foam cups, 220 million tires, and 1.8 billion disposable diapers every year

The United States produces 30% of the world’s waste and uses 25% of the world’s natural resources

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
A special thank you to The Allstate Foundation for empowering youth to stand up for themselves and causes they believe in. The Allstate Foundation believes that when young people are empowered with the knowledge, skills and resources to step up as leaders, they can realize their full potential and change our world. That’s why The Allstate Foundation teamed up with WE to bring you service-learning curriculum and WE Promote Respect.
Awareness + Action = Change

Whether with our parents and family members, friends and classmates or our significant others, relationships are a big part of our lives. The bonds we form with other people are what make us human and help us feel connected and happy.

However, when relationships are unhealthy and include things like frequent conflict, pressure, stress, a lack of trust or respect, or other bad feelings, it can make life difficult and frustrating. If emotional, physical or financial abuse is involved, it can also be dangerous. Young people, who may not have the role models, life experience or tools to deal with unhealthy relationships, are especially at risk of long-term effects from relationship violence. For example, teens who are victims of relationship violence report higher rates of truancy, more negative contact with their teachers and increased conflict with other students.

WE Promote Respect helps build understanding of the differences between healthy and unhealthy relationships, and provides tools to navigate and disengage from unhealthy relationships and instead form bonds with others that will enrich your life rather than endangering it.

FACT:
1 in 3 young people will experience dating abuse.

Campaign in Action
WE Promote Respect is a brand new campaign! If your school or group participates in this campaign, please share your story with us for a chance to be featured as our “Campaign in Action” here next year!
Ways to Take Action

Promote healthy, respectful relationships for young people.

**Blended Education Idea:** Come up with a list of rules or a “Community Code” for your class that makes people feel included from a digital and in-person learning experience. Create a list of your hopes for the year and some of your fears for this new learning experience.

### GRADES 4–6

- Learn about the rules your school has in place to make sure students engage in safe, healthy relationships with one another.
- Share information and facts about healthy relationships with fellow classmates. You could make posters or make announcements over your school’s PA system.
- Talk with your family about healthy and unhealthy relationships, and how family and friends can help you through difficult times.

### GRADES 7–8

- Learn about the rules your school has in place to make sure students engage in safe, healthy relationships with one another. Find out if your school has policies related to relationships and dating.
- Host a “Lunch and Learn” event where students meet to discuss the policies your school has. If your school doesn’t have a policy, have a discussion around what you can do to advocate for one to be created.
- If you notice a friend or someone you know in your community is in an unhealthy relationship, offer your support.

### GRADES 9–12

- Learn more about your school’s Title IX policy or policy around relationship violence and sexual violence.
- Write a blog post or create a positivity campaign on social media or in your community to spread uplifting messages of hope to anyone looking for support.
- Host a #ChalkAboutLove event, a dating abuse awareness event with a pop of color and art. Find out more: tinyurl.com/y83ot8l3.
CLASSROOM RESOURCE

Understanding Healthy Relationships
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/wepromoterespect for tools and information to explore the fundamentals of healthy relationships and the effects they have on our lives.

<table>
<thead>
<tr>
<th>Grade Levels</th>
<th>Subject Connections</th>
<th>Learning Goals</th>
<th>Skills Developed</th>
</tr>
</thead>
</table>
| 7 to 8       | • English Language Arts  
• Health and Physical Education  
• Social Studies | • Understand the importance of developing healthy relationships while recognizing the negative consequences of unhealthy relationships.  
• Demonstrate the ability to advocate for yourself within relationships.  
• Evaluate your approach to interpersonal relationships by assessing the boundaries that you accept and promote. | • Action planning  
• Research and writing  
• Argument formation  
• Organization  
• Reflection  
• Information literacy  
• Critical thinking  
• Leadership skills  
• Empathy |
| 9 to 12      | • English Language Arts  
• Health and Physical Education  
• Social Studies | | |

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

Create an online blog to teach your classmates about how to develop and maintain healthy relationships and how to identify needs and wants in a relationship.

Go further: Don't forget to share online resources with everyone so they can look up information and read relevant articles. Use #WEPromoteRespect.
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
# 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](http://WE.org/wewalkforwater) for lesson plans and ideas about creating an experiential service-learning opportunity about access to clean water.

<table>
<thead>
<tr>
<th>Grade Levels</th>
<th>Subject Connections</th>
<th>Learning Goals</th>
<th>Skills Developed</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 to 8</td>
<td>• Social Studies</td>
<td>• Develop an understanding of water as a human right.</td>
<td>• Action planning</td>
</tr>
<tr>
<td></td>
<td>• Science</td>
<td>• Learn how the water crisis is affecting people and communities around the world.</td>
<td>• Research and writing</td>
</tr>
<tr>
<td></td>
<td>• Language</td>
<td></td>
<td>• Argument formation</td>
</tr>
<tr>
<td></td>
<td>• Math</td>
<td></td>
<td>• Organization</td>
</tr>
<tr>
<td></td>
<td>• Health and Physical Education</td>
<td></td>
<td>• Reflection</td>
</tr>
</tbody>
</table>

| 9 to 12 | • Science | • Geography | |
|         |           |             | • Information literacy |
|         |           |             | • Critical thinking |
|         |           |             | • Leadership skills |
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.

<table>
<thead>
<tr>
<th>Task</th>
<th>Group Member(s) Responsible</th>
</tr>
</thead>
<tbody>
<tr>
<td>Making posters or creating a digital version</td>
<td></td>
</tr>
<tr>
<td>Setting up a GoFundMe Charity page</td>
<td></td>
</tr>
<tr>
<td>Posting on social media</td>
<td></td>
</tr>
</tbody>
</table>
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](https://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](https://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](https://WE.org/westories).
- Use [#WEwalkForWater](https://#WEwalkForWater) and tag [@WEmovement](https://@WEmovement) in all of your WE Walk For Water social media posts.
- Visit [WE.org/wewalkforwater](https://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.

Don’t forget to share your progress and success on social media with [#WEwalkForWater](https://#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
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*Find Your “Why” and Cause*  
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*WE Villages: Where We Work*  
*How to Fundraise*  
*Fundraising Tips*  
*Fundraising at School*  
*Fundraising on Your Own*  
*Fundraising at Home*  
*Fundraising as a Community*  
*Four Easy Steps*
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 139 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.
Minecraft: Education Edition

This Minecraft: Education Edition lesson pack takes students on a journey through the countryside of Kenya as they role play the part of a youth devoted to making change happen for their home village. Students will develop a deep understanding of health and wellness while interacting with characters in Minecraft and in discussions with their classmates. Students will conduct research, develop their writing skills, and take action through a social entrepreneurship project. Simulated tasks within the experience allow students to help restore, promote, or maintain good health and well-being, while game-embedded learning activities radically enhance student engagement. These lessons transcend classroom walls and local communities, bringing student change-makers together to take action and improve lives. Find the download at teachershub.we.org.

Thank you to Microsoft for helping students achieve more through digital skills. Microsoft believes that technology can empower the students of today to create the world of tomorrow. Together with WE, Microsoft is empowering young people to change the world through technology. It is the key to helping students succeed, think creatively and ultimately create a better world. With the right skills and tools, everything is possible.
Our Story

More than 20 years ago, 12-year-old Craig Kielburger read the story of Iqbal Masih, a child laborer 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?

<table>
<thead>
<tr>
<th>PILLARS OF IMPACT</th>
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<tbody>
<tr>
<td>EDUCATION</td>
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</table>

**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.

<table>
<thead>
<tr>
<th>WE VILLAGES COUNTRIES</th>
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</thead>
<tbody>
<tr>
<td>KENYA</td>
</tr>
<tr>
<td>NICARAGUA</td>
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</tbody>
</table>

**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 to 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 Nations 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.
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 labor

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 labor

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 centers, 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 labor

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 centers, 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 labor

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.
Meet Michaella and Hawanatu from Sierra Leone

Michaela 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 labor
- 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 kilometers 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 labor

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

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<table>
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<tbody>
<tr>
<td><strong>1</strong></td>
<td>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.</td>
<td><strong>2</strong></td>
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<tr>
<td><strong>4</strong></td>
<td>Select a date, time and event location.</td>
<td><strong>5</strong></td>
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<tr>
<td><strong>7</strong></td>
<td>Create promotional materials (e.g., posters, videos, etc.) and confirm any materials you may need.</td>
<td><strong>8</strong></td>
</tr>
<tr>
<td><strong>10</strong></td>
<td>Thank your friends, family, donors and volunteers for their support!</td>
<td></td>
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</tbody>
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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.

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**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](http://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 fundraiser 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.