

WE are rafikis

Fundraise with gifts that give back.



Empower women to take charge of their futures.

In Swahili, Rafiki means friend, and by fundraising for WE Are Rafikis, you can connect with and support female artisans in Kenya! For these women, empowerment means taking charge of their future. Through WE Are Rafikis, they can earn a fair wage for their work, handcrafting beautiful Rafiki Bracelets using traditional art forms. For every item you sell, half of the proceeds will go to your school's chosen WE Villages country and pillar of choice! By fundraising for WE Are Rafikis, you are helping women in developing communities earn money to invest in their futures.

AN INITIATIVE OF







MADE POSSIBLE BY



A special thank you to DHL, for empowering women every day through support of the ME to WE Artisans program.

DHL believes in connecting people and improving lives all over the world. The support that DHL provides to the ME to WE Artisans program provides sustainable incomes for women overseas. By fundraising with Rafikis you are further supporting these women and creating a positive impact in a developing community.

One bracelet. Endless possibilities.

Each Product Sold			
			
Empowers the artisan who made it by helping them earn a living and save for their future.	Donates a percentage back to WE Charity through the partnership with ME to WE.	Provides a tangible impact, like clean water or school supplies, for a member of a developing community.	Half of the proceeds go toward your WE Villages goal.
Check out the story at WE.org/stories/metoweartisans to learn about the inspiring stories of female artisans in Kenya.			

School Spotlight

Students of William Dunbar Public School helped spread kindness during the holiday season through the gift of Rafiki Bracelets! Throughout the month of December, students sold bracelets to the school community and raised an impressive \$3,330 for WE's Health Pillar in India and Haiti. They also took action locally by making and wrapping their own bracelets to donate to a local women and children's shelter. The bracelets were distributed just in time for Christmas, giving a gift and card to a child who may not have otherwise received anything for the holidays. The students are proud of their efforts, knowing that they have made an impact both locally and globally!

In the Classroom

With our Classroom Resources, educators can integrate service-based learning into their curriculum to broaden students' understanding of issues they are passionate about. Download Social Entrepreneurship Connecting Communities at [WE.org/wearerafikis](https://www.weforpeople.org/wearerafikis) for lesson plans and ideas about exploring business with a social mission.

Social Entrepreneurship Connecting Communities			
Grade	Subject Connection	Learning Goals	Skills Developed
4 to 8	<ul style="list-style-type: none"> Language Social Studies 	<ul style="list-style-type: none"> Explore what it means to be a social entrepreneur. Understand how social entrepreneurship can lead to sustainable social change. 	<ul style="list-style-type: none"> Action planning Research and writing Argument formation Organization Reflection Information literacy Critical thinking Leadership skills
9 to 12	<ul style="list-style-type: none"> Business Studies Canadian and World Studies 		

Get Ready

Learn more about how each Rafiki Bracelet makes an impact through WE Villages by visiting trackyourimpact.com/aboutus. See how your fundraising is helping to build projects that create long-term sustainable change in communities around the world.

What does the opportunity to earn an income mean to a woman in a developing community?



How does it affect her family? Her future?



What does empowerment mean?



How does opportunity tie into sustainable development?



How to Run WE Are Rafikis

1

Spread the word.

Let your classmates, family and community know you're fundraising with WE Are Rafikis. Put up campaign posters, make school announcements and post on social media using [#WEareRafikis](#) and tagging [@WEmovement](#).

2

View the products.

Check out all the products and styles available at [wearerafikis.com](#). You can also order bulk Rafiki Bracelets in custom colours. Learn more on page 209.

3

Collect orders.

Track your orders throughout the campaign. When someone chooses what product they would like, write it down and collect their money. For a printable order form to help you, go to [WE.org/wearerafikis/form](#).

4

Send in your order.

When you've collected all your orders, visit [wearerafikis.com](#) to place your order online. (Or you can scan and email the printed order form to your WE Schools Program Manager.)

5

Get excited!

While you wait for your order to arrive, reflect on the impact you are making. Not only is half of every product purchased going straight to your WE Villages fundraising goal, but you are also making socially conscious choices with your style! Whether you're gifting with purpose or treating yourself, you are helping contribute to a better, more sustainable world.



Seasonal Styles

Check out the seasonal product catalogue online for the most current styles available at [WE.org/wearerafikis](#).

Seasonal Styles

With every purchase of a handcrafted Rafiki Bracelet, bar of chocolate or box of Valentines, you help an artisan earn a sustainable income for herself and her family. To see the latest styles and products available throughout the school year, visit [WE.org/wearerafikis](https://www.weareafikis.org/wearerafikis).



Fall

Kick-off the school year by making an impact with our stylish Rafiki Bracelets!



Winter

Check out our themed Rafiki Bracelets and other products for holiday gifts that give back.



Spring

Find a stunning accessory for prom, the perfect present for Valentine's or a special something for every occasion in between!



Have a rockstar teacher, superhero mother or just want to say thanks to a good friend? Show your appreciation for the special people in your life all while opening the door to a world of possibilities for female entrepreneurs.



Custom Rafiki Bracelets

Get creative and show your school spirit by customizing Rafiki Bracelets for your school or group! Learn more at [WE.org/wearerafikis](https://www.wefundraise.org) and place an order with wefundraise@WE.org.

Take Action



Set a goal, create an action plan and start selling!

Half of every WE Are Rafikis product sold goes to your school's WE Villages country and pillar of choice.

Our fundraising goal is: _____

How many Rafiki bracelets are you hoping to sell? _____

Which Pillar of Impact will you be fundraising for?

Education 	Water 	Food 	Health 	Opportunity 
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WE Are Rafikis is a great fundraiser to do during the holidays, near the end of the school year or anytime in between!

When will you hold your WE Are Rafikis fundraiser? _____

Throughout the year, we'll have new products for each holiday season so you can fundraise with the latest styles! To see which Rafiki Bracelets are available to sell during your fundraiser, visit wearerafikis.com.



Reflect and Celebrate

Reflect

At the end of your WE Are Rafikis fundraising initiative, take some time to reflect.

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

How will your actions create impact in developing communities worldwide? _____

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

Celebrate

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

- Share photos from your fundraiser with your school, community and WE Schools Program Manager.
- Show off your Rafiki Bracelets on social media and let others know how they can get their own!
- Celebrate impacts through a class party, assembly or WE DayX.

Donate

Remember to send in your donations and help make a difference in children's lives around the world. You can submit your funds through CrowdRise, at [WE.org/donate](https://www.wefund.org/donate) or by mail.

Show Your Thanks

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

