

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 labour. 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.

This year, there are a ton of new offerings to enhance your journey in doing good. From an initiative to improve well-being to bigger and better service-learning campaigns, you have everything you need to help change the world. We also have a new Foundational Module with fantastic resources that will help educators to create safe and inclusive classrooms so that every student can thrive.

We're also so excited to be taking WE Schools even further by going digital! 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



Your WE Schools Kit

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.

Guide to WE Schools

For educators, facilitators and group leaders

Guide 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

Running WE Schools in the classroom

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

Campaigns and action plans

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 in Action

Fundraising for WE Villages

Fundraising in Action

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.



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 the double-sided posters included in your kit. Put them up around school, then make announcements and post on social media using your campaign hashtag and tagging [@WEmovement](https://www.instagram.com/WEmovement).



Check out even more tools that are available online, including activities, a library of resources, letter templates and forms, fundraising toolkits, and more! Find them at [WE.org/weschools](https://www.weschools.org).

Where to Begin: Educators

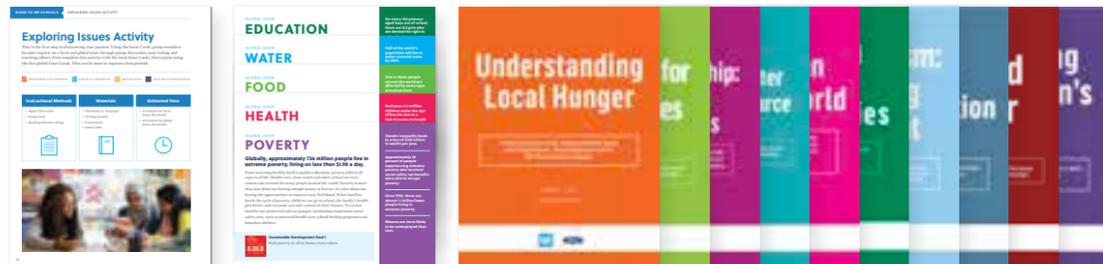
Get Started



WE Schools Kit on OneNote

Download the WE Schools Kit for free on OneNote at WE.org/WESchoolsKit. For questions or technical help, contact your WE Schools Program Manager.

Investigate and Learn



Exploring Issues

Issue Cards

Classroom Resources¹

Action Plan and Take Action



Club Cards²

S.M.A.R.T. Goals²

Community Code²

Report and Celebrate



Impact Survey³

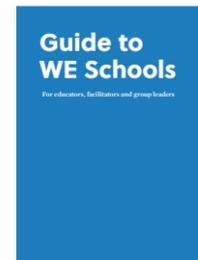
WE Day and WE Day Connect⁴

Where to find:

- ¹ Download at WE.org/educator-resources
- ² Download at WE.org/weschoolskit
- ³ Provided by your WE Schools Program Manager
- ⁴ WE.org/weday and WE.org/wedayconnect

Where to Begin: Youth

Get Started



Investigate and Learn



Exploring Issues

Issue Cards

Even more at WE.org/weschools

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

Action Plan and Take Action



Club Cards¹

S.M.A.R.T. Goals¹

Community Code¹

Report and Celebrate



WE Day² and WE Day Connect³

Where to find:

- ¹ Download at WE.org/weschoolskit
- ² WE.org/weday
- ³ WE.org/wedayconnect

Hey world-changer!

We're thrilled to have you join WE Schools as part of our global community of dreamers, doers and difference-makers out to make an impact. Alongside thousands of others across North America and the UK, you're on your way to creating incredible social change.

Just like you, we believe in the power of coming together to make a difference. Our organization began with young people rallying for the causes they were passionate about, and now you too are contributing to this legacy.

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

By fundraising for WE Villages, you can make a meaningful impact that will last generations, empowering people around the world to lift themselves out of poverty. And with our service-learning campaigns, you'll be equipped with the necessary tools to succeed and do good. Plus, you will gain real-world skills like leadership, communication and social entrepreneurship, to help you do even more incredible things.

Thank you for participating in WE Schools and joining our global movement. Now it's time to get doing!

— *Your WE Schools team*

Meet Your Program Manager

As part of our WE Schools program, you'll have access to a Program Manager who can help you every step of the way! Your dedicated Program Manager will support you and your class on campaigns, provide additional resources and tools to help you bring service-learning into the classroom, and so much more. They'll be your main point of contact for all things WE Schools so feel free to contact them—they're there to help you.

Name: _____

Contact: _____

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Welcome to WE Schools

Get ready to get doing.

WE Schools is a unique, experiential service-learning program that challenges young people to identify the local and global issues that spark their passion and empowers them with the tools they need to take action.

Steps of WE Schools

<p>1. Investigate and Learn</p> <p>Explore local and global issues then set your goal.</p>	<p>2. Action Plan</p> <p>Develop an action plan for your initiative.</p>	<p>3. Take Action</p> <p>Implement your plan and reflect on your impact.</p>	<p>4. Report and Celebrate</p> <p>Present the results of your project.</p>
<p> Record and Reflect</p> <p>Take time to record and reflect on your progress and impact during each of the four steps of WE Schools. After completing each campaign, contact your WE Schools Program Manager to fill out an Impact Survey.</p>			

How to Run WE Schools

1

Sign up for WE Schools.

Now that you've signed up for WE Schools, your group has a designated WE code, your own WE Schools Program Manager, access to all of our educational resources, videos and Professional Learning sessions, as well as motivational speakers, awards and grants.

2

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/weschools/campaigns](https://www.weschools.org/weschools/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.

3

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 14.

4

Access additional resources.

Our free additional program offerings, including Youth Leadership Conferences, motivational speakers, a library of videos and action-planning workshops, help enhance learning and create a successful WE Schools experience. Learn more on page 26.



A Year in WE Schools

Starting from the beginning of the school year, this overview will walk you through the WE Schools program and help you plan your year of action.



Fall

- School year begins. Your WE Schools Program Manager will reach out to welcome you to the program.
- Receive your WE Schools Kit in the mail.
- WE Day fall tour and registration starts.
- Complete your Yearlong Action Plan.*
- Participate in the WE Are Silent fundraising initiative on November 20.
- Choose a local or global campaign(s) to take action on.



Winter

- Gift with purpose this holiday with WE Are Rafikis.
- New year, new actions. Continue working on your local or global campaign(s).
- Spread love on Valentine's Day with WE Are Rafikis.



Spring

- WE Day spring tour and registration starts.
- Join us to walk and fundraise for clean water with WE Walk For Water on May 8.
- Celebrate and honour someone special in your life with WE Are Rafikis.
- Reflect on your actions by completing your Year in Review.*
- WE Schools and WE Day registration for next year begins.
- Celebrate your year of actions with a WE DayX.

*Key Checkpoints for Your Year

Your Yearlong Action Plan and Year in Review are both essential steps in the WE Schools program. They help us celebrate your group's accomplishments and improve our programs and resources.

Program Benefits

2017–2018 Year in Review Report

- 84%** of educators said they feel a renewed inspiration for teaching and engaging with young people.
- 89%** of educators said students/young people feel a greater connection to their local community.
- 90%** of educators said that students/young people demonstrate increased leadership among their peers.
- 86%** 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.

Measuring Our Impact

2017–2018 School Year

				
\$14,118,012 Raised for charity	10,580,243 Volunteer hours logged	16,000 Schools across North America and the UK	10,895,880 Pounds of food collected for food banks	\$265,921,623 Annual social value created globally

WE Schools Digital Opportunities

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



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.



Virtual Program Management

Our virtual program will support WE Schools groups through online office hours and engaging with an online community of educators through webinars and other forms of online communication.



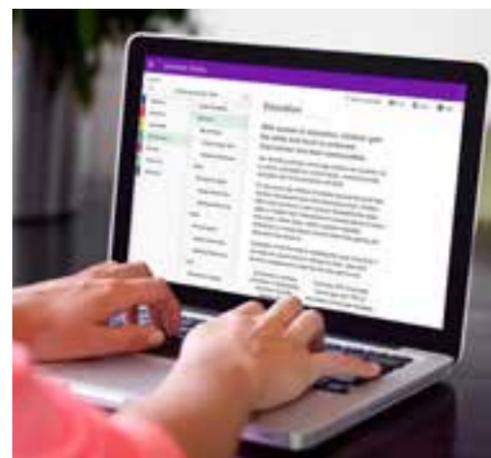
Virtual Programs

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. Find out more about the resources available online by connecting with your WE Schools Program Manager.



Professional Learning

Participate in educational webinars hosted from the WE Global Learning Center that explore key social issues and skills development. Or connect with WE Day talent and other thought leaders through WE Speaks, an interactive forum for thoughtful and meaningful conversations about today's most prevalent issues. These innovative virtual opportunities are one- to two-hour long sessions, include resources to supplement our live programming and are accessible to anyone through Skype or high-speed internet.



OneNote

Access the WE Schools Kit anywhere, on Microsoft OneNote! It's an interactive resource where you can collaborate with your students and create action plans for doing good. With a workbook at your fingertips, you'll be fully equipped to complete the steps of WE Schools with the tools and resources of OneNote. Visit WE.org/weschoolskit to download the free digital kit today.



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 48 and the Service-Learning in Action section on page 72.

Tech for Good Badge

The Tech for Good badge is our first-ever WE Schools badge, aimed at encouraging students to use their technological skills such as digital citizenship, communication and collaboration to create meaningful impact on issues they care about and then acknowledging their hard work toward technology-driven calls to action, thanks the support of Microsoft.

“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



How to Earn the Badge

To earn this badge, students are encouraged to use their digital skills while taking action on service-learning campaigns and fundraising initiatives, or by participating in global classrooms. Students can practice and demonstrate their proficiency in the three globally recognized EdTech standards developed by the International Society for Technology Education (ISTE).

Apply for the Tech for Good Badge at [WE.org/signup/techforgood](https://www.we.org/signup/techforgood).

ISTE Tech Standards



Digital Citizen

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



Global Collaborator

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



Computational Thinker

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



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

► Learn more about Tech for Good on pages 48 and 72.

Transforming Education Through Technology

As the world rapidly shifts and moves forward, so do the landscapes of education and the workforce. By the time today's young students graduate in 2030, there will be opportunities, industries and skills that never existed before. How can we ensure our students have the necessary skills to thrive and succeed in tomorrow's world? Through technology.



Integrating Technology

When we integrate technology with education, the possibilities are endless. Providing students with enhanced learning will set them up for success not only in their professional lives but also in their personal lives. Technology enables students to explore their abilities, empowering them to achieve more as they embark on their educational and professional journeys.

By implementing three new technologies into the classroom—collaborative platforms, artificial intelligence and mixed reality—we can positively transform education and accelerate student success.



Collaborative platforms

provide students with opportunities to work with their peers while also giving educators a way to engage with their own network, customize lessons and give real-time feedback to students.



Artificial intelligence (AI)

helps educators and schools understand students' growth and allows for highly personalized, timely and targeted content.



Mixed reality

creates immersive learning experiences for students that encourage cognitive and social-emotional growth.

Digital 2030

To ensure the class of 2030 is future-ready, our program supports educators in empowering their students with the skills needed to succeed in a technology-driven world. The focus is on developing students' social-emotional skills, such as relationship-building, by customizing classrooms to individual needs, accelerating students' progress and providing all students with equal access to growth opportunities.



Encouraging Digital Literacy

Digital literacy is an important set of life skills and one of the key components of being a digital citizen. When a student can research, evaluate and communicate information through technology, they can achieve anything they set out to do.



Sharpening Social-Emotional Skills

Social-emotional skills, such as relationship-building, self-awareness and self-recognition, are becoming increasingly important in today's world, alongside cognitive skills. They not only support academic learning but also promote well-being.



Personalizing Learning

Diverse classrooms require customized lessons to nurture self-directed learners. By leveraging technology in the classroom, we ensure every student can succeed at their own pace.



Amplifying All Students

We support all students and all types of learners. With the help of technology in the classroom, we can ensure every student has equal opportunities and access to education. Educators can save time, utilize student insights, support inclusivity and provide immersive learning experiences.

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

Instructional Methods	Materials	Estimated Time
<ul style="list-style-type: none"> • Jigsaw discussion • Group work • Reading and note-taking 	<ul style="list-style-type: none"> • Notebooks or notepaper • Writing utensils • Front board • Issue Cards 	<ul style="list-style-type: none"> • 45 minutes for local issues discussion • 45 minutes for global issues discussion 



Find the cause you want to take action on.

Steps

1. Divide participants into five groups and assign each group two local Issue Cards from the 14 that are available in the WE Schools Kit (there will be two extra). Tell everyone that they will explore the issues described on their group's card. Remind them that they each will need paper and a writing utensil.
2. In groups, have participants read their two 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 of six students so that each new group has one class expert who can represent each of the 12 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. Divide the class into five groups and give each group one card.

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

These local and global campaigns help you take action on the issues you care about in your own community and the issues affecting people around the world.

WE scare hunger

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

Page 74 | [WE.org/wescarehunger](https://www.we.org/wescarehunger)

WE create change

Small change can create big impact! Host a coin drive to raise funds toward purchasing a goat for a family in a developing community. Made possible by RBC.

Page 84 | [WE.org/wecreatechange](https://www.we.org/wecreatechange)

WE rise above

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

Page 94 | [WE.org/weriseabove](https://www.we.org/weriseabove)

WE film for change

Raise awareness on an issue you're passionate about through art! Film a documentary and share it with others to spread the word. Made possible by Participant Media.

Page 104 | [WE.org/wefilmforchange](https://www.we.org/wefilmforchange)

WE eat well

Be an advocate and raise awareness on the benefits of healthy eating and nutrition. Help others in your school live a healthier, more nutrient-filled life! Made possible by PC Children's Charity.

Page 114 | [WE.org/weeatwell](https://www.we.org/weeatwell)

WE are one

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

Page 124 | [WE.org/weareone](https://www.we.org/weareone)

WE bake for change

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

Page 134 | [WE.org/webakeforchange](https://www.we.org/webakeforchange)

WE volunteer now

Rally your peers to take action on an issue in your community. Inspire others to volunteer and create a ripple effect of volunteerism.

Page 144 | [WE.org/wevolunteernow](https://www.we.org/wevolunteernow)

WE go green

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

Page 154 | [WE.org/wegogreen](https://www.we.org/wegogreen)

WE stand together

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

Page 164 | [WE.org/westandtogether](https://www.we.org/westandtogether)

- ▶ If our service-learning campaigns and WE Villages fundraisers don't align with your cause, contact your WE Schools Program Manager for additional resources.

Fundraising Initiatives

These three unique fundraising initiatives are designed to help you host a fundraiser for WE Villages, our international development model. Filled with useful tips and tricks, information on WE Villages countries, and action plans for impact, each of these fundraising initiatives will help inspire and guide you through your fundraising journey.



WE are silent

Your voice is a powerful tool for social change. Speak up, go silent and fundraise to amplify the voices of those who go unheard around the world.

Page 196 | [WE.org/wearesilent](https://www.we.org/wearesilent)



WE are rafikis

Empower a female artisan by fundraising and selling Rafiki Bracelets. Each bracelet is handmade by a woman in Kenya and every bracelet sold through your fundraiser enables them to earn a fair wage for their work.

Page 202 | [WE.org/wearerafikis](https://www.we.org/wearerafikis)



WE walk for water

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

Page 210 | [WE.org/wewalkforwater](https://www.we.org/wewalkforwater)

Introducing WE Well-being in Schools

WE Well-being is a new initiative that empowers people of all ages with tools, resources and capacity-building opportunities to promote and nurture the positive mental well-being of themselves and of their community. This initiative is a proactive approach built on evidence-based prevention and promotion strategies. It will ensure that well-being is a core component of a student's education throughout the school year, while also supporting mandated learning standards and outcomes.

▶ See page 51 for more.



FOUNDING PARTNER:



Skills Spotlight

We want WE Schools groups to succeed, which is why WE is focusing on these skills to help enhance student performance.

Action Planning with Financial Literacy

Action planning is a skill that helps students focus their goals, then decide what they need to accomplish these goals and the steps they need to take to get there. When students recognize and understand the effects of their money, they are able to create innovative solutions to social issues that they are passionate about.

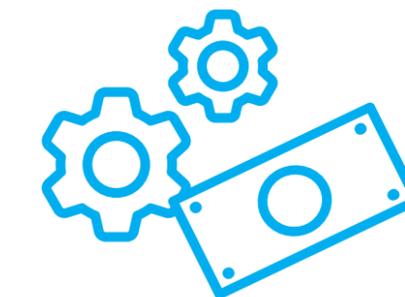
▶ See page 54



Critical Thinking Through Social Entrepreneurship

Critical thinking is the ability to think clearly and rationally about what to do or what to believe. Students can use these skills, such as insightful reading, evaluating information, analyzing data and comparing solutions, to create social impact alongside profit by building their own social enterprise.

▶ See page 56



Research and Writing for Career Readiness

Through research and writing for career readiness, the WE Schools program supports students looking to take the next step and make a positive impact in their communities. Students will learn research and writing tools to help prepare themselves for entering the workforce.

▶ See page 58



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



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



Behavioural 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



Fundraising

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

Example

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

Campaigns



Initiatives



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 neighbourhood food bank.

Campaigns



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 neighbourhood and helping out locally or crossing the ocean to help a community in another country.

Example

You could spend the day at a local soup kitchen or take two weeks to help with an international development project. The possibilities are endless!

Campaigns



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.

Additional Program Offerings

Our free additional program offerings help enhance learning and create a successful WE Schools experience. As a part of WE Schools, you get all this free stuff!



Program Manager

Our Program Managers will support WE Schools groups through one-on-one support and engage a community of educators through seminars and other forms of communication.



Action-Planning Workshops

These workshops help youth develop ideas for social change and action planning. This is an opportunity for students to get extra help investigating the issues important to them and plan actions for the year. Find out more by connecting with your WE Schools Program Manager.



Awards and Scholarships

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. Talk to your WE Schools Program Manager for opportunities in your area.



Motivational Speakers

Celebrate the achievements of your group by having a motivational speaker come to your school. Our motivational speakers deliver tailored presentations that share their personal stories as well as the story of WE. They are all trained professionals who are passionate about and experienced with WE programming. They can speak to all ages and can customize their speeches to your specific needs.



Youth Leadership Conferences

This is a day when young people are brought together to learn about social justice issues and leadership building. These summits are held across North America to help youth understand the issues facing their communities and the world, and, most importantly, build a plan to take action on them. Find out more at [WE.org/leadershipconference](https://www.we.org/leadershipconference).



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/videos](https://www.we.org/videos).

WE Day

Celebrate next-level doing good with WE Day! It's a powerful, life-changing experience that brings together youth, educators, families and individuals who have a passion for making a difference. With world-renowned speakers and performers, mixed with real inspirational stories of change, this unparalleled celebration fills stadiums around the world. One of the core steps of WE Schools is celebrating the steps taken and what has been achieved through the program. And what better way to celebrate than with the ultimate do-good event? That's why you can't buy a ticket to WE Day, you earn it by taking action on one local and one global cause. So share your passion for change and join the do-good fun!



WE Day Special

We've teamed up with some amazing partners to bring the power of WE to you—wherever you live. Watch the event online at [WE.org/broadcast](https://www.weday.org/broadcast).

WE Day Webcast

Can't make it to WE Day? Watch the live webcasts of each WE Day event online. For a list of event dates, go to [WE.org/we-day-events](https://www.weday.org/we-day-events).



WE DayX

Kick-off your year of action or celebrate the end of one with your own WE Day-style assembly, and unite your school for a better world. With WE DayX, any group can host their own event in the true spirit of celebrating and inspiring local change-makers. Learn more at [WE.org/wedayx](https://www.weday.org/wedayx).

WE Day Connect

With WE Day Connect, bring the magic and power of WE Day to your school and watch your classroom transform into a global celebration of do-good possibilities! It's a virtual, interactive event where students and educators around the globe can come together to learn, be inspired and feel empowered to take action.



Tune In

In this 90-minute, action-packed program, see how youth everywhere are helping to make a difference in their local communities and in the world through their selfless acts of volunteerism. Now in its second year, with participants from hundreds of classrooms in over 49 countries, surprise WE Day talent appearances and inspirational stories from youth, it's an event you can't miss! Visit [WE.org/wedayconnect](https://www.weday.org/wedayconnect) to register your classroom to join in on the fun!

"Through WE Day Connect our students can realize the impact they are making and share their impact across the country and inspire others."

Teena VanDyke, educator | Bernard Moos Elementary School, Chicago, Illinois

"It amazed me that there are so many classes of all ages that are tuning in live to make a difference in the world."

Kristin Holloway, educator | David Leeder Middle School, Ontario

Fall Partners

MADE POSSIBLE BY



POWERED BY



Spring Partners

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ME to WE Trips

ME to WE Trips are a unique opportunity to take change-making to the next level and see firsthand the impact that you can make. They are about people, connections, learning, self-discovery and working together to change the world. Embark on an incredible journey as you explore a new culture and volunteer on a sustainable development project, while working side-by-side with the local community.

<p>Volunteer</p> <p>Volunteer on a project driven by community need—from a classroom to a health centre.</p> 	<p>Discover</p> <p>Expand your cultural awareness and gain empathy, compassion and understanding for different cultures and environments.</p> 	<p>Connect</p> <p>Make meaningful connections as you put real names and faces to the impact of your volunteer work.</p> 	<p>Grow</p> <p>Build valuable life skills with leadership training, skill-building workshops and action-planning sessions.</p> 
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Expert Staff

Our expert staff will guide and assist with every step of your journey to help make your group’s dream trip a reality. ME to WE provides everything you need to feel confident as a trip organizer, and we have extensive measures in place to ensure your protection throughout the trip—safety is our number one priority. We also provide fundraising support, including toolkits, workshops and a dedicated fundraising coach.




See your impact on the ground.

Visit: metowe.com/schooltrips

Email: trips@WE.org

Call: 1-855-959-8330



Thank you for making our program possible in Canada.

NATIONAL SPONSOR



RESOURCE PARTNERS



Thank you to our national Canadian sponsor, RBC, for their generous support.



Jennifer Tory

CHIEF ADMINISTRATIVE OFFICER

ROYAL BANK OF CANADA

“Educators play a special role in the lives of young people: who amongst us doesn’t have a memory of at least one teacher who made a huge difference? Thank you for your commitment to guiding and encouraging the next generation of change-makers to find their passion and create positive social change. Through RBC’s national partnership with WE Schools we are honoured to make available the resources you need to empower students to transform today’s world into tomorrow’s opportunities. We wish you every success with this year’s WE Schools program.”

Thank you to The Keg Spirit Foundation for their generous support of our program.



THE KEG
SPIRIT FOUNDATION



David Aisenstat

PRESIDENT AND CEO
THE KEG STEAKHOUSE AND BAR

FOUNDER AND CHAIRMAN
THE KEG SPIRIT FOUNDATION

CO-CHAIR, WE DAY TORONTO

“During the next year, you will guide your students on a journey that will forever change them. In honour of the work that you do, I am particularly thrilled to support the WE Schools program through The Keg Spirit Foundation. With Craig and Marc Kielburger as role models, and you as their mentor, your students will soon understand that anything is possible. Congratulations on being a force for positive change in your classroom.”

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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.



WE Schools is Digital!

Take your world-changing actions online with Microsoft OneNote. With the WE Schools Kit on OneNote, your students can collaborate digitally and create action plans on issues they are passionate about. Visit [WE.org/weschoolskit](https://www.we.org/weschoolskit) to download the WE Schools Kit on OneNote.

Exciting Additions This Year

WE Schools is a series of programs, all designed to bring service-learning to your school. This section is filled with resources to help you run WE Schools in your classroom and everything you need to help bring your WE Schools experience to the next level.



Foundational Module

This module will provide opportunities for children and youth to engage in purposeful activities that facilitate learning, self-awareness, well-being and the development of social emotional skills.

▶ See page 50



WE Well-being

This new initiative provides tools, resources and capacity-building opportunities to people of all ages, to promote and nurture their own positive mental well-being and that of their community. Available from Grades 4–6.

▶ See page 51



WE Teachers

All WE Schools educators will now be WE Teachers! Available through our new WE Schools Portal, this free, nationwide program will provide educators with the tools, training and awards to support their students and become leaders in education.

▶ See page 42



WE Schools: Grow Together and Journey 2050

This program supports educators in enhancing students' understanding of different agricultural practices and world food sustainability. It includes a virtual farm simulation, career avatar and engaging classroom resources.

▶ See page 60

WE Schools Program

This unique program supports educators and students with the resources and strategies to achieve success. 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. Plus, you can access it through in-person and virtual training sessions. Connect with your Program Manager to learn more.

WE Schools Points of Entry



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 the 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.

Points of Entry

- WE Schools Kit with ongoing support from WE staff
- WE Day
- Supported Professional Learning
- ME to WE Trips

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.

Points of Entry

- 18 Thematic Lesson Packages
- Professional Learning
- 12 AP® with WE Service Modules
- WE Villages Classroom Resource
- WE Well-being
- WE Are Social Entrepreneurs

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.

Points of Entry

- WE Leadership Programs and Conferences
- ME to WE Trips and Trip Curriculum

The Six Programs of WE Schools

WE Schools is made up of six different programs, supporting youth on their educational journey while doing good. Each program is designed to empower students with the tools for success.

1. WE Teachers

From educational resources to virtual training sessions, this new program will equip educators with a variety of tools to engage students and bring experiential service-learning into the classroom.

2. Service-Learning Campaigns and Curriculum

Our action-based campaigns and engaging curriculum prepares students to take action on issues they're passionate about. They will deepen their understanding of those issues and develop the skills needed to create positive social change.

3. WE Well-being

This new initiative takes a proactive approach to help individuals of all ages foster a positive sense of well-being for themselves and their communities. It uses evidence-based mental well-being prevention and promotion strategies to build a foundation of awareness and taking action. Made possible with foundational support from the Erika Legacy Foundation.

4. AP® with WE Service

With our AP® with WE Service program, students participate in service-learning activities to strengthen their understanding of AP course content and skills. Educators and students dive into the issues that are important to them within the context of their AP course. It includes subject-specific modules, a comprehensive guide and a library of resources, tools and inspiration to spark students' passion for doing good.

5. WE Are Social Entrepreneurs

Our social entrepreneurship programs provide youth with the opportunity to expand on their social ventures, explore how innovation and enterprise can make a difference in their lives and the world, and connect with other young entrepreneurs to collaborate. These programs have a large focus on capacity-building and developing business skills, and how to utilize those to make the world a better place for everyone. Youth will develop organizational skills while deepening their understanding of social issues. In addition, RBC Future Launch and WE are empowering today's youth—and tomorrow's leaders—with the WE Are Social Entrepreneurs program. We're inviting young Canadians to gather with like-minded youth in a series of conferences across the country. Through interactive workshops, they will connect with subject matter experts who provide mentorship, business basics and the support they need to turn their ideas into reality.

6. Indigenous Programming

Reconciliation in Action is a youth leadership program designed specifically to build relationships between Indigenous and non-Indigenous youth. This program explores history and current events, and examines privilege and perception. Following the findings of the Truth and Reconciliation Commission, this program will guide participants on a path toward a deeper understanding of themselves as leaders.

Experiential Service-Learning

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

WE Service-Learning Framework			
1. Investigate and Learn Students explore topics related to a real-world challenge or opportunity.	2. Action Plan Students develop an achievable plan to implement their service-learning project.	3. Take Action Students implement their action plan involving direct service, indirect service and/or advocacy.	4. Report and Celebrate Students highlight their project to showcase their learning and outcomes.
 Record and Reflect Students maintain a log of activities and complete written reflections throughout their project.			



WE Teachers

Coming soon! This program equips educators with the tools and training they need to become leaders in education and support their students. Educators will have access to exclusive, free resources that will help enhance their lessons in the classroom, including how to address important social issues and implement innovative experiential-learning techniques.



What is WE Teachers?

This free teacher program focuses on building educators' capacity to drive long-term, sustainable impact. Through the WE Teachers Online Program, educators can access resources that help raise awareness of important issues to support students becoming active and engaged citizens. The program is designed to be personalized, adaptable and highly accessible through virtual-learning opportunities.

Virtual Teacher Training

Virtual teacher training sessions that are available to all educators to enhance their understanding of social issues that are affecting students, with local context in mind.

Online discussions where educators can ask questions and learn about the practices of other educators.

Opportunities for collaboration with the WE Teachers team to receive ongoing support throughout the year and gain a network of like-minded colleagues.

Teachers can host or attend online office hours to engage with other teachers and education experts.

The opportunity for educators to share adapted lesson plans with their network.

An online teacher 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.

Access to a collection of WE Teachers resources (e.g., websites, webinars).

Online Educational Resources

A digital toolkit with five modules on important, relevant social justice issues facing youth and your community.

Access resources and curriculum that will help challenge students to learn about local social justice issues and to take action on one they are passionate about.

Congratulations!

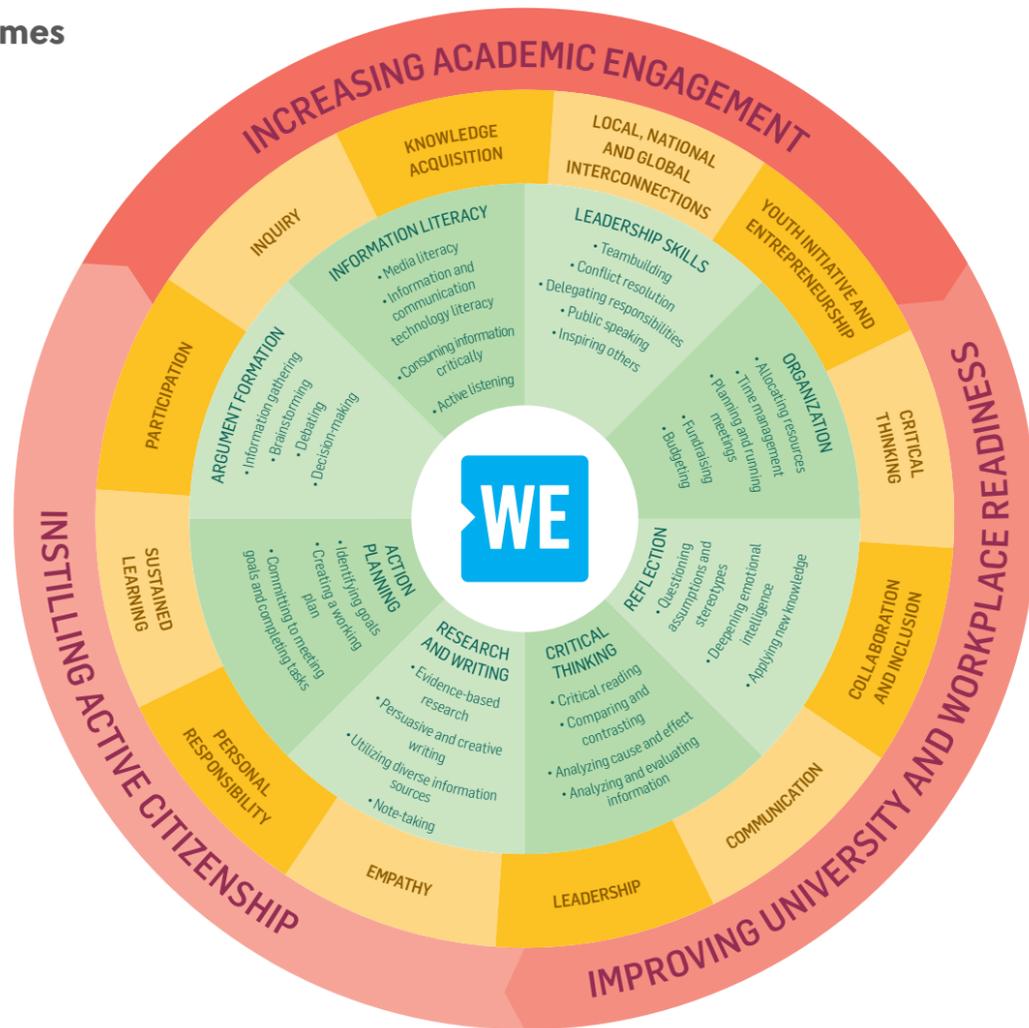
Because you are already participating in WE Schools, you will be automatically registered for the new WE Teachers program. Your Program Manager will provide you with the details as soon as the program launches.



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.

- Outcomes
- Goals
- Skills



Skills

Argument Formation

Information Literacy

Leadership

Organization

Action Planning

Research and Writing

Critical Thinking

Reflection

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.

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WE Schools in the Classroom

When you empower your students with the tools to take action, they can do incredible things. With WE Schools, you can support them on their journey toward achieving their goals and making a difference in the world. From participating in action campaigns to diving headfirst into important social issues, this unique program challenges and benefits students in many different ways. With our resources, take experiential service-learning into the classroom and to the next level.



Service-Learning in Action

This resource is jam-packed with fun, engaging action-based campaigns, designed to guide students as they plan and take action on issues they care about. Each campaign has an introduction to the topic and action with opportunities for students to research, discuss and reflect on as a class. Through these campaigns, students jump right into their journey of learning and doing good.



Fundraising in Action

The Fundraising in Action guide supports students as they plan and execute their world-changing fundraiser. Filled with tips, ideas, worksheets and information, students are equipped with the resources to not only fundraise for a cause they are passionate about but also develop important skills like global citizenship. With this resource, students get hands-on when it comes to changing the world.

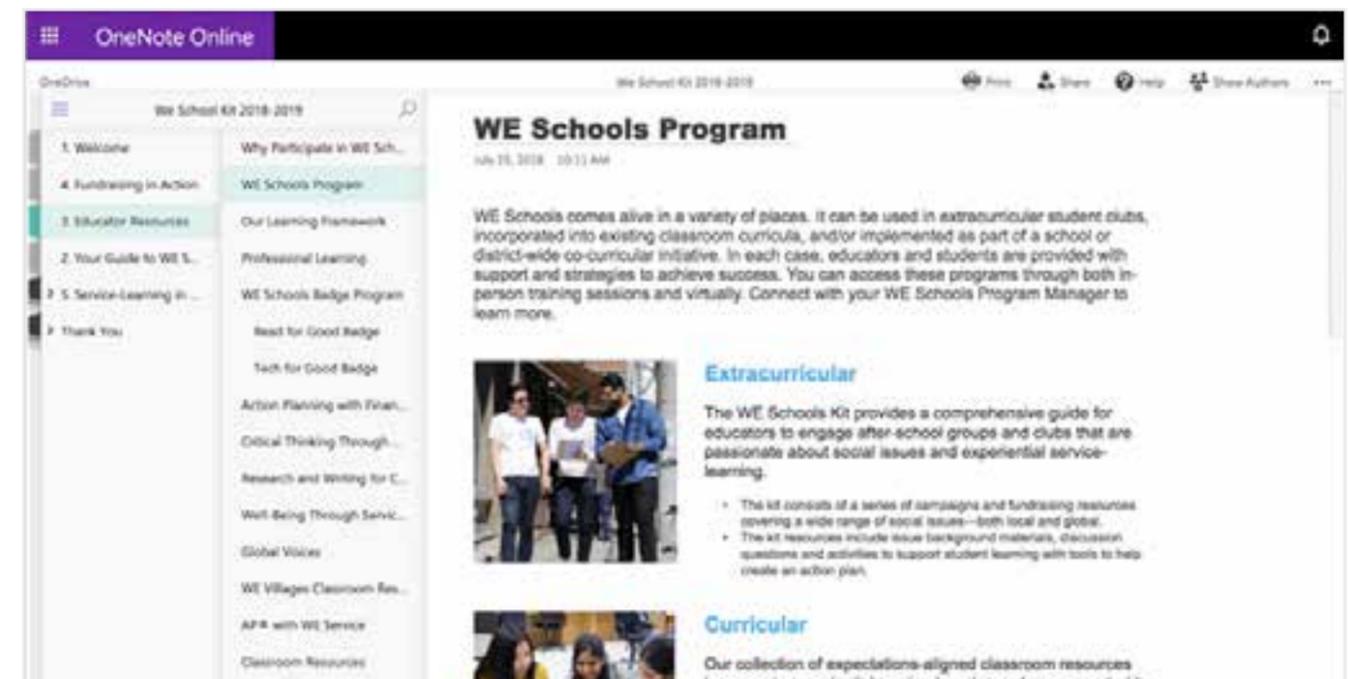


Digital Resources

All of our resources can be accessed online at WE.org/weschools, making it even easier for students and educators to take action. Wherever you are, get the most out of the WE Schools program by downloading the WE Schools Kit, issue cards and additional tools to support your class's world-changing actions.

Use the Digital WE Schools Kit to Go Further

Take your world-changing actions digital. 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 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.



Do More Together

Using the WE Schools 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 in 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.



Use the Kit on OneNote for Free

Visit WE.org/weschoolskit to download the WE Schools Kit on OneNote and start collaborating and creating action plans today. For any questions, or for technical help, please contact your WE Schools Program Manager or email weschools@WE.org.

Tech for Good

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



Student Benefits

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

Educator Benefits

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

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

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.

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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](https://www.weschools.org/badge).

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



How to Earn the Badge

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

1. Assist students using technology and digital skills as suggested in each WE Schools campaign, incorporating at least one of the ISTE student standards outlined above.
2. Complete the Tech for Good survey at [WE.org/signup/techforgood](https://www.weschools.org/signup/techforgood).

WE Schools Foundational Module

Bringing Social Emotional Learning into the Classroom

WE Schools promotes caring and supportive learning contexts and through you, we aim to provide opportunities for children and youth to engage in purposeful activities that facilitate learning, self-awareness, well-being and that help to make a difference for others. That's why we suggest starting your WE Schools journey with the Foundational Module that will help you create the optimal learning environment for your students before working through our service-learning campaigns and programs.



Fact: Research shows that students who feel they belong within a community at school have increased engagement, academic outcomes and well-being.

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 learning. It sets the stage for students to engage in WE service-learning, a student-directed learning approach in which students explore issues in their school or community, develop plans to address those issues and take action to do good. With this foundation, students are supported in becoming agents for positive change, engaged learners and compassionate citizens of tomorrow.

WE Well-being

Designed to bring well-being into the classroom through service-learning, our WE Well-being initiative helps people of all ages increase their mental health literacy and social emotional learning, and improves educators' capacity to support students. Our successful pilot program provided over 150 educators across Canada and the US 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 health has become a part of everything we do now, from the way we deal with each other to our lesson plans and our campaigns in the community.”

Danielle Murphy, Educator | St. Maria Goretti Catholic School

Why focus on mental well-being?

Our 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 clinical, community-based and school district response systems, which is why an active promotion and prevention strategy is needed. Over 600 of our WE Schools educators have expressed interest in mental health issues and interest has more than doubled in the last two years which is why we believe there is an opportunity to transform the conversation around mental well-being and offer resources and programming that are accessible and approachable to multiple stakeholders.



Coming Soon

Grade 4-6 educator resources will be available starting Fall 2019, with a full program launch coming in 2020! WE Well-being will include resources and capacity-building opportunities, including workshops, professional learning and youth conferences.

- ▶ To learn more about well-being, see our Mental Health Issue Card or visit [WE.org/wellbeing](https://www.wellschools.org/wellbeing).
- ▶ If you're interested in bringing well-being through service-learning to your school, please contact wellbeing@WE.org.

FOUNDING PARTNER:



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

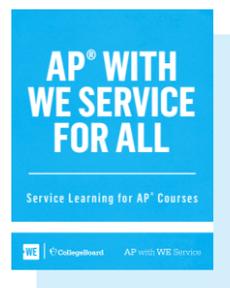
- Apply academic learning to real-life settings and situations.
- Enhance their leadership and social skills, critical thinking abilities, and civic engagement and responsibility.
- Earn a special 21st-century service-learning recognition on their AP score reports.
- Understand the role they can play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

Course-specific resources available for:

- 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 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](https://www.collegeboard.org/ap-with-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.



WE Are Social Entrepreneurs

When youth merge charity and business, they can create a sustainable, profound impact in the world. Through social entrepreneurship, they can innovate, launch and scale social enterprises to address today's greatest social challenges with business solutions. By supporting young leaders and their world-changing projects, we can help them build the skills and confidence that not only help to make a difference but also to succeed in their personal and professional lives.

Empower Students to Do Good Through Business

Coming soon: WE social entrepreneurship resources that focus on capacity building and developing business skill sets, and how to use them to make the world a better place. For more information on this pilot program, please contact your program manager.

Skills Development

From financial literacy and social entrepreneurship to research and writing for career readiness, students develop a range of skills through the WE Schools program to achieve success in their educational and professional careers. They can take the skills they've learned and apply them to all areas of their life, whether it's in the workplace or helping to change the world.

Action Planning with Financial Literacy

Students will gain the knowledge, skills and confidence to make responsible financial decisions through action planning. Taking what they learned through the WE Schools program, students understand what it means to be financially responsible, how to use money for a cause they care deeply about and how to create an action plan.

Critical Thinking Through Social Entrepreneurship

Every day, we use our critical thinking skills to address problems, analyze information and create solutions. Through social entrepreneurship, the WE Schools program supports students in developing their critical thinking skills to become engaged citizens.

Research and Writing for Career Readiness

Students will gain the research and writing tools to help prepare themselves for entering the workforce. Through research and writing for career readiness, the WE Schools program supports students looking to make a positive impact in their communities.

Action Planning with Financial Literacy



Financial literacy means having the knowledge, skills and confidence to make responsible financial decisions throughout your life.

It is the ability to understand how money works in the world and how you can contribute to the bigger picture. When you know about money, you understand the impact that you can make for yourself and for others! Action planning is a skill that helps you focus your ideas, then figure out what you need to accomplish them and the steps you need to take to get there. Being able to recognize and understand the effects of your money can lead you to create innovative solutions to social issues you are passionate about.

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As a national sponsor of WE Day and leading partner of WE Schools, RBC is committed to providing you and other young Canadians with the guidance you need to become tomorrow's leaders. Through curriculum resources on financial literacy like It All Adds Up and the WE Create Change campaign, RBC hopes to help you develop into a strong leader who makes the world a better place.



Create an action plan and explore how you can make your money go further.

Steps

1. Investigate and Learn

Decide your next course of action:

- A. Earn money through a fundraising campaign.
- B. Give your fundraising dollars or donate your time to a cause you care about.
- C. Save a little money to kick-start your next campaign.
- D. Spend a little on supplies to help carry out your action plan.

2. Action Plan

Use your financial literacy to create an action plan for how you will invest, donate and save money for your social enterprise.

3. Take Action

Put your plan into action. Record challenges and benefits to how you chose to use your funds.

4. Report and Celebrate

Evaluate and celebrate your investment in social change! Remember, creating a working action plan leads to committing to, and accomplishing, your goals.

Reflection

Reflect on how your daily decisions regarding saving, donating, investing and spending can contribute to a larger picture. What is your next social entrepreneurship goal that you can create an action plan for?

Educators' Corner

Dive deeper with your students through the It All Adds Up curriculum resource designed to help you teach your students about personal finances, social entrepreneurship and financial literacy. Teach them how to make empowered financial decisions to leave their global footprint! Find out more at WE.org/italladdsup.



Critical Thinking Through Social Entrepreneurship



A social entrepreneur is someone who creates a business solution for a recognized social problem; in other words: doing good through business!

Critical thinking is the ability to think clearly and rationally about what to do or what to believe. It includes the ability to engage in reflective and independent thinking. You can use critical thinking skills, such as insightfully reading, evaluating information, analyzing data and comparing solutions to create social impact alongside profit by building your own social enterprise. Think about what cause, issue or group could benefit from a business you create. Recruit a team of like-minded change-makers who can make your plan a success. Then inspire others to make a difference by supporting your social enterprise.

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As the world of work is changing, WE's partnership with RBC Future Launch will help you be better prepared with information, resources and access to programs like WE Are Social Entrepreneurs, so that you can gain new skills, grow your network and get relevant experiences.

For more information, visit rbc.com/futurelaunch.



Use critical thinking skills to create a social enterprise.

Steps

1. Investigate and Learn

Explore and research what social entrepreneurship is. Create a definition and make a list of local and global social enterprises.

2. Action Plan

Brainstorm social challenges that you are passionate about within your community. One example that's topical today is refugees who are coming to Canada from war-torn countries. Discuss possible solutions (e.g., clothing drive) to aid the challenge through a social enterprise.

- A. What resources would you need?
- B. What percentage of your enterprise would impact the challenge?
- C. What percentage of your enterprise could make a profit?

3. Take Action

Be a leader by turning your ideas into action. Remember, it isn't about starting a business tomorrow—it's about taking the steps to create change.

- A. Are there any similar businesses to what your group is proposing? Research to find out.
- B. Reach out to individuals in the community who may lend some support.
- C. Create a business proposal.
- D. Make your social enterprise plans a reality!

4. Report and Celebrate

Acknowledge and celebrate your investment in yourself! Your leadership will continue to grow as you build out your social enterprise.

Reflection

Reflect on how your critical thinking as a leader impacted your social enterprise. Analyze both the cause and effect of your social enterprise. How did it impact the social challenge you identified? Is there anything you would do differently?

Educators' Corner

WE Are Social Entrepreneurs is a multifaceted program that empowers young people to develop innovative ideas into comprehensive business plans with a social impact. The program components include a conference, business case challenge and incubation program. The empowering one-day conference will bring together young entrepreneurs to explore the fundamentals of socially responsible projects and allow them to build a business case for their own socially conscious enterprise. Attendees will have the opportunity to submit their business case for a chance to participate in a social innovation incubator at the WE Global Learning Center. Connect with your WE Schools Program Manager for more information!

Research and Writing for Career Readiness



Research and writing are important skills to perfect because they help you communicate your message in the best way.

They also help you focus, be more credible and give you the tools to take action. It's about being knowledgeable and prepared for any situation that comes your way! These skills are also key building blocks for your career. In addition to your determination and commitment, the ability to conduct insightful research and be persuasive in your writing will open the doors to many possibilities throughout your career.

AN INITIATIVE OF



MADE POSSIBLE BY



As one of North America's largest commercial real estate organizations, Cadillac Fairview provides an environment and opportunity to celebrate, engage and inspire future leaders to dream big and explore their leadership skills. Together, CF and WE are committed to building a brighter future for thousands of young Canadians by providing them with the tools they need to make a positive impact in their communities.



Discover your skills and plan a career fair to learn more from community members.

Steps

1. Investigate and Learn

Think about what you're capable of doing. Find out what makes you excited and discover the actions you can take today to change your future.

- A. Brainstorm skills you have or would like to develop. Skills can be initiatives you'd like to participate in, services you want to be a part of or people you want to work with.
- B. Research careers that use those skills.
- C. Identify people in your community who work in these careers.

2. Action Plan

Make an action plan to host a career fair at your school. Learn more about how community members pursue their passion at work every day. Prepare interview questions that you can ask professionals in your field of interest.

3. Take Action

Host your career fair! What can you learn from the career footprints of your community members? Build your career snapshot by looking at where you are now, where you would like to be and what it will take to fill in the gaps in between!

Where should you volunteer? What will be your first job? Find out what resources you need and who you should talk to!

4. Report and Celebrate

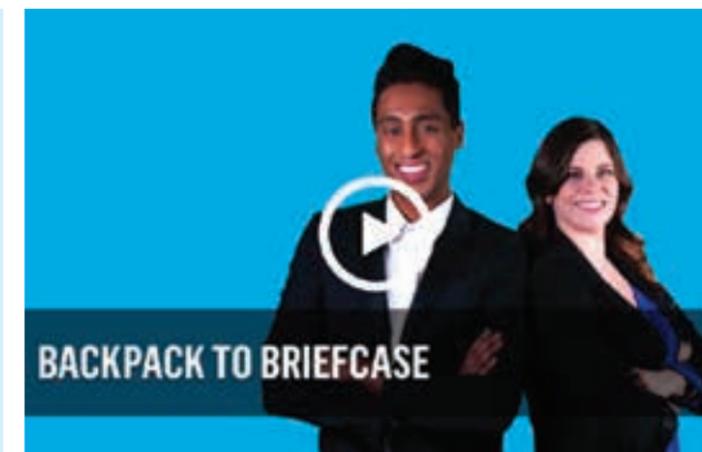
Acknowledge your accomplishments and your investment in you. Remember, finding your passion will only help you get closer to achieving your goals!

Reflection

You are constantly growing, learning and mastering your skills. How important is determination in keeping you on track to achieving your goals? How important is research in pursuing your goals and finding your passion?

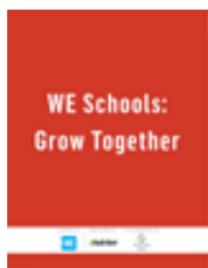
Educators' Corner

WE and Cadillac Fairview have partnered to create a video series that educates youth on essential tools they need to help prepare themselves to enter the workforce and land their first job: from writing an impactful resume and interview skills to handling rejection—and, of course, how to leverage their WE Schools experience. For more information, visit [WE.org/frombackpacktobriefcase](https://www.we.org/frombackpacktobriefcase).



Journey 2050

Journey 2050 allows students to dive into the topic of agriculture like never before. As Grade 7 to 12 students learn more about sustainable agriculture through this program, they will have opportunities to make inquiry-based decisions to see the ripple effect on society, economies and the environment. Farm families across the world will guide students through interactive games such as a virtual farm simulation and career avatar. Written alongside teachers, this free program complements national standards and STEM curriculum. Play at www.journey2050.com.



WE Grow Together

With this classroom resource, students will learn about the effects of food insecurity on the world and explore the various impacts of sustainable agriculture practices. Through engaging activities, students will gain the necessary knowledge to complete Journey 2050. Download the pdf at WE.org/we-schools/growtogether.

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IN COLLABORATION WITH



Nutrien is the world's largest provider of crop inputs and services, playing a critical role in helping growers increase food production in a sustainable manner. In collaboration with Journey 2050, Nutrien is proud to support teachers and students on their exploration of world food sustainability.

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 each educator-led professional learning session, participants explore how WE Schools resources align with curricular expectations and school district goals, as well as their own interests, needs and priorities.

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 Professional Learning 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.

Face-to-Face Sessions

Personalized full day, half day or evening sessions, planned in collaboration with school district representatives.

Virtual Sessions

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

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.

Onboarding Webinars

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

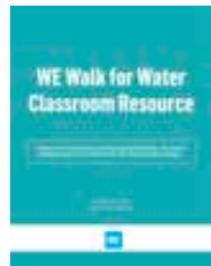


Reach Out

Contact your WE Schools Program Manager to set up a session or book a webinar.

Classroom Resources

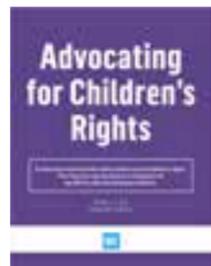
Integrate service-based learning into your existing curriculum using our expectations-aligned classroom resources, which will support your commitment to engaging, educating and empowering your students. View and download them at [WE.org/educator-resources](https://www.we.org/educator-resources).



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
- **Fundraising Initiative Connection:** WE Walk For Water, page 210



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
- **Service-Learning Campaign Connection:** WE Are Silent, page 196



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.

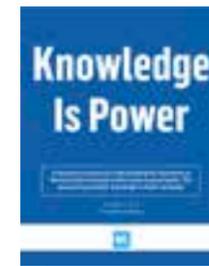
- **Grade Levels:** Kindergarten to 8
- **Service-Learning Campaign Connection:** WE Eat Well, page 114



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
- **Service-Learning Campaign Connection:** WE Are One, page 124



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.

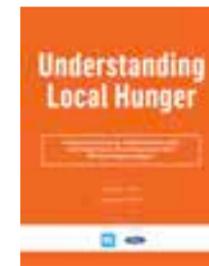
- **Grade Levels:** 1 to 12
- **Service-Learning Campaign Connection:** WE Volunteer Now, page 144



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 dialogue between individuals, centring 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
- **Service-Learning Campaign Connection:** WE Film For Change, page 104



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
- **Service-Learning Campaign Connection:** WE Scare Hunger, page 74



It All Add\$ 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
- **Service-Learning Campaign Connection:** WE Create Change, page 84



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



Exploring Digital Citizenship

Students will explore causes and effects of cyberbullying. They will then learn how to create safer spaces for themselves and others online, using the principles of digital citizenship.

- **Grade Levels:** 4 to 12
- **Service-Learning Campaign Connection:** WE Rise Above, page 94



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.

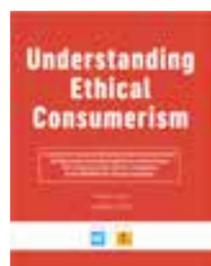
- **Grade Levels:** 4 to 12
- **Fundraising Initiative Connection:** WE Are Rafikis, page 202



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
- **Service-Learning Campaign Connection:** WE Go Green, page 154



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 Campaign Connection:** WE Bake For Change, page 134



WE Stand Together

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

- **Grade Levels:** 1 to 12
- **Service-Learning Campaign Connection:** WE Stand Together, page 164



WE Learn Together

This resource guide is designed to introduce educators to the breadth of Indigenous programming and resources offered by WE Schools.

- **Grade Levels:** 4 to 12



WE Are Canada

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

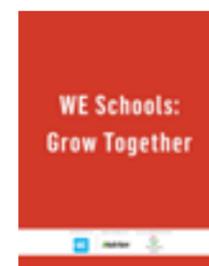
- **Grade Levels:** 4 to 12



WE Travel with Purpose

WE Travel with Purpose helps educators engage students prior to embarking on a ME to WE service-learning trip. Students will complete a series of reflective seminars that will prepare them for travel and personal growth.

- **Grade Levels:** 9 to 12



WE Schools: Grow Together

With this classroom resource, educators can support students on their path to understanding food insecurity and how to tackle this issue through sustainable agriculture. Through engaging activities, students will learn about the effects of food insecurity on the world and explore the various impacts of sustainable agriculture practices while gaining the knowledge to complete Journey 2050. Download the pdf at [WE.org/we-schools/growtogether](https://www.we.org/we-schools/growtogether).

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.

The Aims of this Resource

1.	2.	3.
Guide students through an exploration of the WE Villages sustainable development model and its connections to the United Nations Sustainable Development Goals.	2. Use an inquiry-based approach to give students an opportunity to investigate the WE Villages Pillars of Impact they are most passionate about.	Present activities and supplementary resources that are developmentally appropriate for Grades 1 through 12.

Essential Questions

<p>Grades 1 to 3</p> <ul style="list-style-type: none"> • 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? 	<p>Grades 7 to 8</p> <ul style="list-style-type: none"> • 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?
<p>Grades 4 to 6</p> <ul style="list-style-type: none"> • 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? 	<p>Grades 9 to 12</p> <ul style="list-style-type: none"> • 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?



Download

Get the pdf of the WE Villages Classroom Resources online at [WE.org/educator-resources](https://we.org/educator-resources).

Global Voices

Global Voices is a collection of articles written by Craig and Marc Kielburger with accompanying classroom resources. Bring current events into your classroom with Global Voices and encourage students to become informed citizens and critical media consumers.

The resources are available for Grades 4 to 8 and 9 to 12. They can be used as part of a Social Studies, Civics, English Language Arts or Media Literacy program, or as a catalyst for an inquiry project.

Topics

<p>Sustainability</p>	<p>Accessibility and Inclusion</p>	<p>Law and Government</p>	<p>Social Entrepreneurship</p>
<p>Environment</p>	<p>Reconciliation</p>	<p>Technology</p>	<p>Citizenship</p>

Sample Articles

- The Youth Deficit: Key Voices Are Missing from National Policy-Making
- What Happens When Day Zero Comes Here?
- Accessibility Isn't Enough—For Some It's a Four Letter Word
- Lego for Social Entrepreneurs: An Ode to the Shipping Container



Sign Up

Sign up at [WE.org/global-voices-signup](https://we.org/global-voices-signup) to have Global Voices articles and resources delivered directly to your inbox each month.

Educational Partners

A special thank you to our Educational Partners for supporting our programs.

Alberta

Calgary Roman Catholic Separate School District No. 1
 Calgary School District No. 19 (Calgary Board of Education)
 Chinook's Edge School Division No. 73
 Conseil scolaire Centre-Nord
 Conseil scolaire FrancoSud
 Edmonton Catholic Separate School District No. 7
 Edmonton School District No. 7 (Edmonton Public Schools)
 Grasslands Regional Division No. 6
 Greater St. Albert Catholic Regional Division No. 29
 Lethbridge School District No. 51
 Livingstone Range School Division No. 68
 Medicine Hat School District No. 76
 Northern Lights School Division No. 69
 Parkland School Division No. 70
 Red Deer School District No. 104
 Rocky View School Division No. 41
 St. Albert Public School District No. 5565
 Wild Rose School Division No. 66

British Columbia

School District No. 19 (Revelstoke)
 School District No. 23 (Central Okanagan)
 School District No. 28 (Quesnel)
 School District No. 33 (Chilliwack)
 School District No. 34 (Abbotsford)
 School District No. 35 (Langley)
 School District No. 36 (Surrey)
 School District No. 37 (Delta)
 School District No. 38 (Richmond)
 School District No. 39 (Vancouver)
 School District No. 40 (New Westminster)
 School District No. 41 (Burnaby)
 School District No. 42 (Maple Ridge/Pitt Meadows)
 School District No. 43 (Coquitlam)
 School District No. 45 (West Vancouver)
 School District No. 46 (Sunshine Coast)
 School District No. 48 (Sea to Sky)
 School District No. 53 (Okanagan Similkameen)
 School District No. 57 (Prince George)
 School District No. 59 (Peace River South)
 School District No. 61 (Greater Victoria)
 School District No. 62 (Sooke)
 School District No. 63 (Saanich)
 School District No. 67 (Okanagan Skaha)
 School District No. 68 (Nanaimo Ladysmith)
 School District No. 70 (Alberni)
 School District No. 75 (Mission)
 School District No. 78 (Fraser Cascade)
 School District No. 79 (Cowichan Valley)
 School District No. 83 (North Okanagan / Schuswap)
 School District No. 84 (Vancouver Island West)
 School District No. 91 (Nechako Lakes)

Manitoba

Archdiocese of Winnipeg Catholic Schools
 Beautiful Plains
 Border Land School Division
 Brandon School Division
 Evergreen School Division
 Fort La Bosse School Division
 Frontier School Division
 Hanover School Division
 Interlake School Division
 Lakeshore School Division
 Lord Selkirk School Division
 Louis Riel School Division
 Park West School Division
 Pembina Trails School Division
 Portage La Prairie School Division
 Prairie Rose School Division
 Red River Valley School Division
 River East Transcona School Division
 Rolling River School Division
 Seven Oaks School Division
 Southwest Horizon School Division
 St. James-Assiniboia School Division
 Sunrise School Division
 Swan Valley School Division
 Western School Division
 Winnipeg School Division

New Brunswick

District Scolaire Francophone Sud

Newfoundland and Labrador

Newfoundland and Labrador English School District

Nova Scotia

Annapolis Valley District School Board
 Chignecto-Central Regional School Board
 Conseil Scolaire Acadien Provincial
 Halifax Regional School Board
 South Shore Regional School Board
 Strait Regional School Board
 Tri-County Regional School Board

Ontario

Avon Maitland District School Board
 Bluewater District School Board
 Bruce-Grey Catholic District School Board
 Catholic District School Board of Eastern Ontario
 Conseil des écoles publiques de l'Est de l'Ontario
 Conseil des écoles catholiques du Centre-Est
 Conseil scolaire catholique du Nouvel-Ontario
 Conseil scolaire public du Grand Nord de l'Ontario
 Conseil scolaire Viamonde
 Durham Catholic District School Board
 Halton Catholic District School Board
 Halton District School Board
 Hamilton-Wentworth District School Board

Near North District School Board
 Niagara Catholic District School Board
 Ottawa Catholic School Board
 Ottawa-Carleton District School Board
 Peel District School Board
 Peterborough Victoria Northumberland and Clarington Catholic District School Board
 Renfrew County District School Board
 Simcoe Muskoka Catholic District School Board
 St. Clair Catholic District School Board
 Thames Valley District School Board
 Toronto Catholic District School Board
 Toronto District School Board
 Trillium Lakelands District School Board
 Upper Grand District School Board
 Waterloo Catholic District School Board
 Waterloo Region District School Board
 Wellington Catholic District School Board

Quebec

Commission scolaire des Navigateurs
 Commission scolaire Marguerite-Bourgeoys
 Commission scolaire Marie-Victorin
 Eastern Shores School Board
 English Montreal School Board
 Lester B. Pearson School Board
 New Frontiers School Board
 Riverside School Board
 Sir Wilfrid Laurier School Board
 Western Quebec School Board

Saskatchewan

Regina Board of Education
 School District No. 4 (Regina SD)
 School District No. 13 (Saskatoon SD)
 School District No. 20 (St. Paul's RCSSD)
 School District No. 81 (Regina RCSSD)
 School District No. 119 (Saskatchewan Rivers SD)
 School District No. 140 (Holy Family RCSSD)
 School District No. 200 (North East SD)
 School District No. 204 (Good Spirit)
 School District No. 205 (Horizon SD)
 School District No. 207 (Sun West SD)
 School District No. 208 (Prairie Valley SD)
 School District No. 210 (Prairie South)
 School District No. 212 (Christ the Teacher RCSSD)

A special thank you to our Indigenous program partner, the Martin Family Initiative.



Martin Family Initiative
 Initiative de la Famille Martin

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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.

"Tell me and I forget, teach me and I may remember, involve me and I learn."

Benjamin Franklin

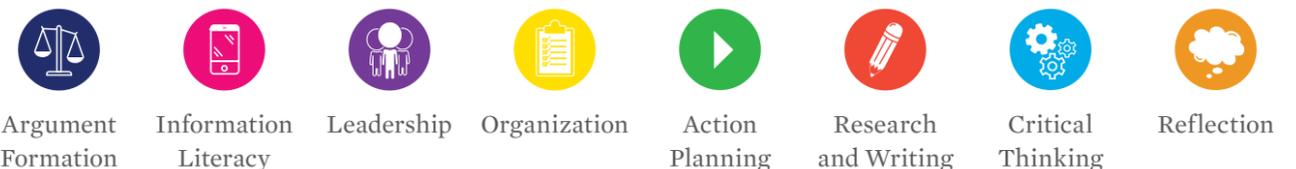
Service-Learning in Action

First, use the Exploring Issues activity (found in *Guide to WE Schools* on page 18) 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.	3. Take Action Implement your plan and reflect on your impact.	4. Report and Celebrate Present the results of your project.
 Record and Reflect Take time to record and reflect on your progress and impact during each step. After completing each service-learning campaign, contact your WE Schools Program Manager 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.



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 45.



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!



Skill-Building Opportunities

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.



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

Take WE Schools Work Digital

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. Check out all the ways it can help you:

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

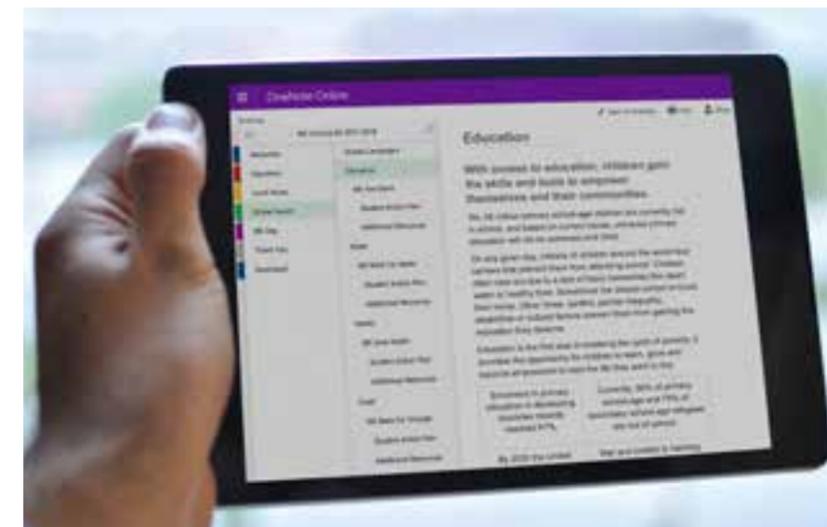
Easily accessible for all students to share their ideas, OneNote makes the perfect digital meeting space where you can see everyone participate in real-time. With an infinite canvas to expand on your notes or present to the class, you can improve your work and organize all your action plans. Plus, it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



Use the Kit on OneNote

Download the WE Schools Kit on Microsoft OneNote at WE.org/weschoolskit.

Collect canned goods for local food banks.

WE scare hunger

 ACTION PLANNING
  ORGANIZATION
  LEADERSHIP SKILLS

2 SUSTAINABLE DEVELOPMENT GOAL 2: ZERO HUNGER

AN INITIATIVE OF



MADE POSSIBLE BY



A special thank you to Ford of Canada, who, with their constant support and dedication, have made this campaign possible.

As a proud partner of WE, Ford of Canada and its Dealers are passionate about supporting local communities across Canada. This passion fuels Ford's dedication to WE Scare Hunger, a charitable initiative that has enabled Ford to work with schools, enriching communities across Canada. Ford understands the power of coming together, proving that when we work together, we can achieve extraordinary things.

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? They are faced with making difficult choices, deciding between buying groceries or other necessities such as rent, and must rely on the support of food banks and other people.

But 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: Every month, food banks help more than 850,000 Canadians.

Ways to Take Action



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

At School

- Host a food drive at your school and hold a competition to see which class can collect the most donations. (Spread the word through social media to get even more people involved.)
- 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.



At Home

- Volunteer with your family to serve a meal at a food bank or community centre.
- Research online and contact local food banks to learn what they are most in need of, such as personal hygiene products and baby products.



As a Community

- Host a pantry party in your neighbourhood and community to collect food donations for a local food bank.
- Create and place food donation boxes in your community. (Think of areas where lots of people pass by, such as coffee shops and community centres.)



Tech for Good Badge

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

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

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 Understanding Hunger at WE.org/wescarehunger for lesson plans and ideas.

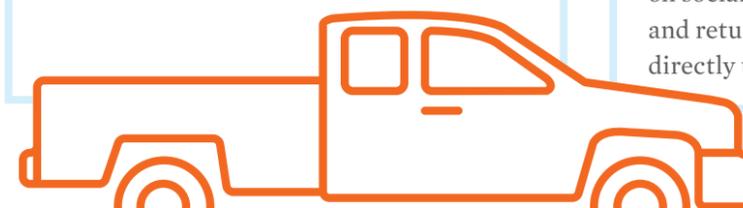
Understanding Hunger

Grade Level	Subject Connection	Learning Goals	Skills Developed
1 to 6	<ul style="list-style-type: none"> • Social Studies • Health and Physical Education 	<ul style="list-style-type: none"> • Determine the difference between a need and a want. • Explore what hunger looks like and feels like. • Learn about organizations that provide support for those affected by hunger. 	<ul style="list-style-type: none"> • Action planning • Research and writing • Argument formation • Organization
7 to 8	<ul style="list-style-type: none"> • Health and Physical Education • Geography • Math 	<ul style="list-style-type: none"> • Explore facts and myths about hunger. • Identify the causes and effects of hunger. • Learn about organizations that provide support for those affected by hunger. 	<ul style="list-style-type: none"> • Reflection • Information literacy • Critical thinking • Leadership skills
9 to 12	<ul style="list-style-type: none"> • Social Sciences and the Humanities • Canadian and World Studies 	<ul style="list-style-type: none"> • Determine the characteristics of a sustainable community. • Explore facts and myths about hunger. • Identify the causes and effects of hunger. • Learn about organizations that provide support for those affected by hunger. 	



We Go Further Together

Getting cans of food to a food bank can be tricky, but Ford has your back. Ask your WE Schools Program Manager how you can team up with your local Ford dealership for help in collecting and transporting your food donations. Want to go big with your goals? Take the challenge to fill the bed of an F-150 truck.



Campaign in Action

For the month of October, students of Bobcaygeon Public School took over their neighbourhoods for their WE Scare Hunger food drive! Members from the school's ME to WE team gave out invitations with white bags to raise awareness for their food drive, while students from Grades 5 to 8 also gave out their own invitations. Over 600 bags were left on lamp posts, in mailboxes and attached to doorknobs. Plus, students promoted WE Scare Hunger by reaching out to their online community on social media. Around 500 bags were filled with food and returned to donate, and students delivered them directly to Bobcaygeon's Food Bank!

Get Doing

STEP 1

Investigate and Learn

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



CHECKLIST



- Check out the Hunger Issue Card
- Download your action plan online at WE.org/wescarehunger
- Put up campaign posters
- Watch and share the campaign video
- Visit WE.org/wescarehunger for videos, additional resources
- Share on social media with [#WEscareHunger](https://twitter.com/WEscareHunger)
- Complete your Campaign Impact Survey
- Plan your WE DayX

What did you learn?

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

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) _____



Canned meats and fish



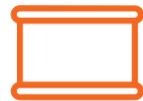
Fresh, canned or powdered milk



Jars of peanut butter



Dry pasta and sauce



Canned fruits, beans and soups

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 members' personal goal? (E.g., one full bag per person) _____

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

Items/pounds of food: _____



Assign Roles

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

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

STEP 3

Take Action

It's time to get out there and get doing! Whether you're hosting a food drive at school or trick-or-treating for canned goods, 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.



 Share your pictures, progress and success on social media with [#WEscareHunger](https://www.instagram.com/WEscareHunger).

Reflect

How did your group do with its goals? _____

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

Was your community willing to get involved? _____

Is there anything you would do differently next time? _____

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 contacted your WE Schools Program Manager about filling out an Impact Survey? _____

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 WE Schools Program Manager.
- Record the highlights of your event day and create a video.
- Celebrate impacts through a class party, assembly or WE DayX.

Thank everyone who supported your campaign!

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



Cards

Photocopy these cards or download and print them from [WE.org/wescarehunger](https://www.wescarehunger.org). Fill in the dates of your drive and the items the food bank needs most.

TO DISTRIBUTE ALONG YOUR TRICK-OR-TREATING ROUTE:

TO DISTRIBUTE IN YOUR SCHOOL:



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](https://www.wescarehunger.org)

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](https://www.wescarehunger.org)

Labels

Use this label to decorate your food collection box.

WE scare
hunger

Thank you! [WE.org/wescarehunger](https://www.wescarehunger.org)

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:

Online Resources

WE scare
hunger



**1 IN 6
PEOPLE**

**who access food banks
are employed**



[WE.org/wescarehunger](https://www.wescarehunger.org)

Visit the website for more stats, information and downloadable posters and infographics to help you organize an epic food drive. Plus, don't forget to share these on social media with [#WEScareHunger](https://www.wescarehunger.org).

Host a coin drive to give goats.

WE create change

 ACTION PLANNING
  ORGANIZATION
  LEADERSHIP SKILLS

 SUSTAINABLE DEVELOPMENT GOAL 1: NO POVERTY

AN INITIATIVE OF



MADE POSSIBLE BY



A special thank you to RBC, for helping young Canadians acquire the skills and experiences they need to unlock their potential.

As a national partner of WE Day and WE Schools, RBC is committed to providing young Canadians with the guidance they need to become tomorrow's leaders. Through curriculum resources on financial literacy, like It All Adds Up and the WE Create Change campaign, RBC pledges to help young people evolve into strong leaders who share their passion for making the world a better place.

OPPORTUNITY + COIN DRIVE = CHANGE

From collecting spare coins to creating a huge impact, a lot can change with just the change from your pocket! With WE Create Change, you can raise funds through a coin drive to purchase a goat for a family in a developing community. A goat is more than just a source of nutritious milk, it's also a source of sustainable income, providing greater opportunities for a family. By giving a goat, you give a gift that keeps on giving.

FACT: While global poverty rates have decreased by more than half since 2000, 736 million people around the world still live on less than \$1.90 USD per day.



WE Villages Goal

Through WE Villages, you can empower your global community with sustainable change.



\$50 = One dairy goat to help sustain a family and their community!



Ways to Take Action



Collect change in every classroom to raise money for goats.

At School

- Host a fundraising event such as an art battle, talent show or concert, and collect entry fees as donations from students, families and everyone who comes. Remember to use social media to reach more people.
- Host a competition among classes and see who can raise \$50 for the first goat and the most in total. Ask local businesses if they can donate a prize for the winning classes or organize a celebration party.



At Home

- Organize a family night where you discuss and learn about your cause, and create coin collection jars to bring to work or school to collect change.
- Fundraise as a family and create a coin collection jar at home.



As a Community

- Ask local businesses and community centres to place a coin collection jar in their business or location to raise money for WE Create Change.
- Connect with your online community by organizing an online coin drive. Set up a fundraising page to keep track of your growing donations.



Tech for Good Badge

Change begins with you. Connect with your classmates, friends and community to help make a difference for families in developing communities. Organize an online or social media challenge to collect donations and raise awareness of your issue. Record yourself doing your challenge (think #IceBucketChallenge), share on social media and tag everyone you know. Don't forget to share your experience with us using [#WEcreateChange](#).

Go further: Research, contact and present to local businesses and civic leaders to match your school's donation.

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 It All Adds Up at WE.org/italladdsup for lesson plans and ideas to learn more about personal finance and financial literacy.

It All Adds Up

Grade Level	Subject Connection	Learning Goals	Skills Developed
4 to 8	<ul style="list-style-type: none"> • Language • Social Studies • Math • Arts 	<ul style="list-style-type: none"> • Understand the purpose and use of money. • Discover how to track spending and set attainable financial goals. • Learn about the importance of financial empowerment. 	<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"> • English • Math • Social Sciences and the Humanities • Business Studies • Career Studies • Arts • Canadian and World Studies 		



Campaign in Action

Students at St. Francis of Assisi Catholic Elementary School worked together to hold a coin drive and raise funds for WE Create Change. But it wasn't an average coin drive—each coin was associated with a number of points. For example, for every nickel donated, the class gained five points, but for every loonie or toonie brought in, the class lost 100 or 200 points—to encourage students to put high-value coins into donation buckets in other classrooms to lower the point totals of their rivals. Each day, the ME to WE team at the school tallied each class's points so that they could strategize. What a great way to involve the whole school for a good cause!

Get Doing

STEP 1

Investigate and Learn

Learn more about the importance of financial empowerment in developing communities by researching about the issue of poverty worldwide. Start by using the Poverty Issue Card and reading the story of Pierre Oleus from Marialapa, Haiti, and how goats are providing opportunities for himself and others in his community at WE.org/giftofagoat.

CHECKLIST

- Check out the Poverty Issue Card
- Visit WE.org/wecreatechange for more resources
- Create an Action Plan
- Put up campaign posters
- Watch and share the campaign video
- Print out and distribute the Creative Resource
- Share on social media with [#WEcreateChange](https://twitter.com/WEcreateChange)
- Complete your Campaign Impact Survey
- Plan your WE DayX



What did you learn?

How does a goat provide opportunity for families in developing communities? Why is this resource important?

What does opportunity mean to you?

How can you raise awareness about the issue of poverty?

How can you help empower families around the world to become financially independent?

STEP 2

Action Plan

Every \$50 raised gives one goat to a family but there's no limit to what you can achieve. Challenge yourself, your school or community to fundraise for the Opportunity Pillar and empower families in developing communities with the resources to become self-sustaining.

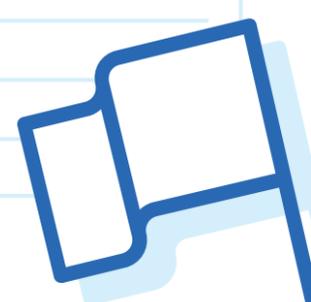
Set Your Goal

How many group members will be fundraising? _____

What is each group member's personal goal? (E.g., \$25 per person) _____

Start date and last day: _____

What is the group's goal? (\$___ = ___ goats) _____



Assign Roles

Decide how you will collect your coins and plan how your group members will spread the word.

Task	Group Member(s) Responsible
School announcements	
Put up campaign posters	
Distribute collection containers in classrooms	
Social media posts	
Distribute collection containers in your community	

STEP 3

Take Action

Keep the coins coming! Encourage friends and family to get involved and watch the coins add up to real change. Brainstorm ways to keep the momentum going throughout the campaign and keep track of your goal as you go.

Tip: There are tons of ways you can collect coins like through entry fees for school events and fill-the-jar challenges.



    Share your pictures, progress and success on social media with [#WEcreateChange](https://www.instagram.com/wecreatechange).

Reflect

What were some new and creative ideas group members had to collect coins? _____

What did you learn about global poverty and how resources like goats can help create opportunity? _____

How did it feel to make an impact for families in developing communities? _____

Did you run into any challenges during your coin drive? How did you overcome them? _____

How will you continue to raise awareness about poverty worldwide and the importance of financial empowerment? _____

STEP 4

Report and Celebrate

Report

What did you do to encourage coin donations during your campaign? (E.g., placing collection jars, holding fundraising events, etc.) _____

How many students from your school were involved in the campaign? _____

What was your final fundraising total? _____

How will you be making your donation? _____

Has your educator contacted your WE Schools Program Manager about filling out an Impact Survey? _____

Send cheques to:

WE Charity, c/o [your WE Schools Program Manager's name and school's WE code]

Re: WE Create Change

339 Queen Street East

Toronto, ON M5A 1S9

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 WE Schools Program Manager.
- Record the highlights of your event day and create a video.
- Celebrate impacts through a class party, assembly or WE DayX.

Thank everyone who supported your campaign!

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



Invitations

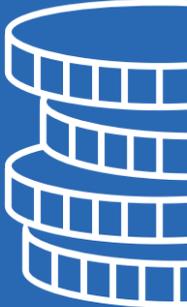
Hand out these invitations in your school or community. Photocopy this page or visit WE.org/wecreatechange for printable pdfs.



<p>Donate your spare change to our coin drive to give a goat to a family in a developing community!</p>	<p>Donate your spare change to our coin drive to give a goat to a family in a developing community!</p>
<p>WE create change</p> <p>Learn more at: WE.org/wecreatechange</p>	<p>WE create change</p> <p>Learn more at: WE.org/wecreatechange</p>

Labels

Decorate collection containers with these labels to let people know why you're fundraising.

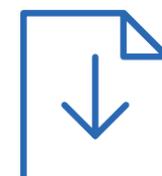
<p>Your change can help make change in developing communities.</p> 	<p>Your change can help make change in developing communities.</p> 
<p>WE create change</p> <p>Thank you! WE.org/wecreatechange</p>	<p>WE create change</p> <p>Thank you! WE.org/wecreatechange</p>

Online Resources

WE create change

GENDER INEQUALITY

globally leads to a loss of \$106 trillion every year



WE.org/wecreatechange

Visit the website 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 [#WEcreateChange](https://twitter.com/WEcreateChange).

Rise above cyberbullying.

WE rise above

 INFORMATION LITERACY  REFLECTION  ORGANIZATION

 SUSTAINABLE DEVELOPMENT GOAL 4: QUALITY EDUCATION

AN INITIATIVE OF



MADE POSSIBLE BY



A special thank you to TELUS for taking a stand against cyberbullying and empowering youth to rise above.

As a proud supporter of WE Day and WE Schools, TELUS is committed to helping end bullying by supporting youth with educational initiatives to make a safer, friendlier digital world. Through TELUS Wise, a free educational program, TELUS empowers Canadians of all ages to stay safe online. Together with WE, they are helping to make the digital world a friendlier and safer place for everyone with no bandwidth for bullying.

CYBERBULLYING + ADVOCACY = CHANGE

There are many positive aspects to using social media, but there are also some negative effects. Bullying has moved from the playground and onto our screens as social media use has increased. But we can change the narrative on bullying.

Take a stand against cyberbullying with the WE Rise Above campaign and spread the power of positivity. Raise awareness of the impact of online words and actions, and promote positive online behaviour. You have the power to make the world a safer, more inclusive place for everyone.



FACT: 42% of Canadian youth ages 12–18 have been cyberbullied in the last 4 weeks.

Ways to Take Action

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



At School

- Make a commitment to be kind online and take The Pledge to end bullying at WE.org/endbullying.
- Encourage your classmates to create signs and online posts to educate, inform and raise awareness about cyberbullying.
- Host a compliment battle to promote kindness or an online event where you post kind words about others on social media.



At Home

- Create a family social media account to post positive, joyful and inspirational images and messages to celebrate others and practise gratitude.
- As a family, discuss the challenges of, solutions to and effects of cyberbullying.



As a Community

- Connect with local community members to learn how bullying has affected them and those they care about.
- Host an anti-cyberbullying rally or assembly to raise awareness.
- Create an affirmation wall where community members can put up words of encouragement and compassion for each other.



Tech for Good Badge

Create an accessible online resource for others to learn about cyberbullying and how to stop it, and encourage others to practise kindness. Promote your resource by creating social media posts to share important facts and words of encouragement. Remember to share your experience using [#WEriseAbove](https://twitter.com/WEriseAbove) and [#EndBullying](https://twitter.com/EndBullying).

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

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 Exploring Digital Citizenship at WE.org/weriseabove for lesson plans and ideas to learn more about digital footprints, online safety and digital citizenship.

Exploring Digital Citizenship

Grade Level	Subject Connection	Learning Goals	Skills Developed
4 to 8	<ul style="list-style-type: none"> • Health and Physical Education • Social Studies 	<ul style="list-style-type: none"> • Learn how to create online spaces that are safe for everyone. • Explore what it means to be a respectful and responsible digital citizen. 	<ul style="list-style-type: none"> • Action planning • Research and writing • Argument formation • Organization • Reflection • Information literacy
9 to 12	<ul style="list-style-type: none"> • Health and Physical Education • Canadian and World Studies 		<ul style="list-style-type: none"> • Critical thinking • Leadership skills



Enter to win a WE Rise Above Grant!

We are searching the country looking to help people who are taking a stand to [#EndBullying!](https://twitter.com/EndBullying) You could be one of 10 individuals, groups or schools to receive a \$2,000 award from TELUS to put toward anti-bullying initiatives at your school. Share your ideas and tell us how you are helping to [#EndBullying](https://twitter.com/EndBullying).

Apply online at WE.org/weriseabove.

Campaign in Action

Aggie Hassan used WE Rise Above to put her passion into action. With the help of a friend, Aggie created [#MissionMarigold](https://twitter.com/MissionMarigold), a movement to spread positivity throughout her school community. By sharing happy, sunny messages—mirroring the feeling of a happy, sunny marigold—she is helping put an end to cyberbullying. Her efforts even caught the attention of a university professor who she is continuing to work with to create an interactive journal where students can share things they might be going through, and help each other with messages of hope along the way.

Get Doing

STEP 1

Investigate and Learn

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



CHECKLIST

- Check out the Cyberbullying Issue Card
- Create an Action Plan
- Visit WE.org/weriseabove for resources
- Watch for daily facts from your Program Manager
- Put up campaign posters
- Watch and share the campaign video
- Print out and distribute the resources
- Share on social media with [#WERiseAbove](https://twitter.com/WEriseAbove) and [#EndBullying](https://twitter.com/EndBullying)
- Plan your WE DayX
- Complete your Campaign Impact Survey
- Complete your Tech for Good badge survey



What did you learn?

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

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

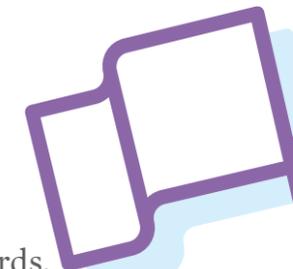
What are some safety tips for socializing online?

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

STEP 2

Action Plan

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



Set Your Goal

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

When will you hold your WE Rise Above campaign? _____

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

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

Assign Roles

Task	Group Member(s) Responsible
School announcements	
Social media posts	
Campaign posters	
Research facts	

Weekly Planner

Reach out to your WE Schools Program Manager, or visit WE.org/weriseabove for facts you can share with your school about cyberbullying. Use this weekly planner to organize when you will post your facts on social media.

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Morning							
Afternoon							
Evening							

STEP 3

Take Action

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

Tip: You can create a website or presentation to help others understand and tackle the issue of cyberbullying.



 Share your pictures, progress and success on social media with [#WEriseAbove](#).

Reflect

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

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

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

How will you continue to raise awareness about the issue?

STEP 4

Report and Celebrate

Report

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

How many people were involved in organizing your campaign? _____

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

Has your educator contacted your WE Schools Program Manager about filling out an Impact Survey? _____

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 WE Schools Program Manager.
- Record the highlights of your event day and create a video.
- Celebrate impacts through a class party, assembly or WE DayX.

Thank everyone who supported your campaign!

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



Affirmation Wall

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

To: _____

To: _____

To: _____

To: _____

To: _____

To: _____

Online Resources

WErise
above

21% of Canadian teens aged 12 to 17

**HAVE WITNESSED
SOMEONE THEY
KNOW BEING BULLIED
ON SOCIAL MEDIA**



[WE.org/weriseabove](#)

Visit the website for more stats, information and downloadable posters and infographics to help you create a kinder world. Plus, don't forget to share these on social media with [#WEriseAbove](#).

Create social change through the arts.

WE film for change

 INFORMATION LITERACY  REFLECTION  CRITICAL THINKING

 SUSTAINABLE DEVELOPMENT GOAL 4: QUALITY EDUCATION

AN INITIATIVE OF



MADE POSSIBLE BY



A special thank you to Participant Media for creating entertainment that inspires and compels social change.

Through the power of storytelling, Participant Media and its digital entertainment division, SoulPancake, are helping to engage audiences while bringing global awareness and action to today's most vital issues.

ARTS + ADVOCACY = IMPACT

Art is something that connects us all and is a way for everyone to express themselves. It also gives us a unique opportunity to use our voice for good, whether it is a painting to encourage environmental sustainability or a song that promotes inclusivity.

With the WE Film For Change campaign, create your own documentary film to raise awareness on an issue that you, your school or community members are passionate about. Spread the word and share your film with others to create a bigger social impact.

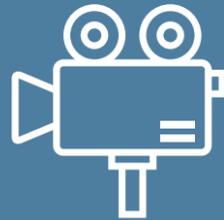


The Boy Who Harnessed the Wind

To see how others are making change through the arts, watch *The Boy Who Harnessed the Wind* (now streaming on Netflix). Inspired by a science book and based on a true story, the film follows 13-year-old William Kamkwamba, who builds a wind turbine to save his Malawian village from famine. Check it out and see how a film can motivate social change!

Ways to Take Action

Film a documentary to advocate and make an impact.



At School

- Step 1:** Select an issue. Choose which issue matters most to you (e.g., bullying, homelessness).
- Step 2:** Decide how you want to present your issue (e.g., song, poem, story).
- Step 3:** Film your impact!
- Step 4:** Present your film at a school assembly to raise awareness.



At Home

- Host a family movie night. Play a documentary on an important issue and have a discussion with your family about it.
- Create a skit or song with your family to address an issue and film it. Share it with others to spread the word.



As a Community

- Create a movie and screen it at local coffee shops, small businesses or community events.
- Host a play or collection of skits to perform at a community event.



Tech for Good Badge

Together, art and technology have the power to create great change. Organize a social media awareness campaign by creating short videos on your issue to post online. Share your videos and tag everyone you know to spread the word. Be sure to share your experience using [#WEfilmForChange](#).

Go further: Create an online quiz for students to take that gives them a recommended movie to watch based on their social justice interests.

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 [Arts for Transformation](#) for lesson plans and ideas to learn more about your chosen topic.

Arts for Transformation

Grade Level	Subject Connection	Learning Goals	Skills Developed
4 to 8	<ul style="list-style-type: none"> • The Arts • Language • Social Studies 	<ul style="list-style-type: none"> • Learn how storytelling can help to raise awareness for issues affecting communities locally and globally. • Explore the ways the arts can be used to create social change. 	<ul style="list-style-type: none"> • Action planning • Research and writing • Argument formation • Organization • Reflection • Information literacy
9 to 12	<ul style="list-style-type: none"> • The Arts • English • Social Sciences and the Humanities • Canada and World Studies 		<ul style="list-style-type: none"> • Critical thinking • Leadership skills



Campaign in Action

Thanks to the leadership of Laurie Moore, teacher-supervisor of Alton Public School's WE Club, her Grade 6 students created a moving WE Film For Change video to highlight inclusion and acceptance. With the help of a financial grant to hire professional videographers, Laurie interviewed her students as they participated in drama, dance and music workshops alongside actors from their local community living group. Through this experience, Laurie hopes that her students will move forward with confidence to be truly inclusive citizens.

Get Doing

STEP 1

Investigate and Learn

What are you and your group passionate about? Dig deeper into the local or global issues you care about and if you're not sure what issue you want to tackle, try using the Exploring Issues activity.



CHECKLIST



- Check out the Issue Cards
- Visit [WE.org/wefilmforchange](https://www.we.org/wefilmforchange) for more resources
- Create an Action Plan
- Put up campaign posters
- Watch and share the campaign video
- Print out and distribute the Creative Resource
- Share on social media with [#WEfilmForChange](https://twitter.com/WEfilmForChange)
- Complete your Campaign Impact Survey
- Plan your WE DayX

What did you learn?

Create a list of issues or causes your group is interested in advocating for. _____

What are some of the causes and effects of your chosen issues? _____

What are some solutions and ways you can help tackle these issues? _____

What artistic interests do your group members have? Discuss what type of art project would work best for your group. (E.g., a painting, graffiti wall, spoken word, dance, skit, etc.) _____

STEP 2

Action Plan

Art can take on many forms! To advocate for your cause, choose which type of art project your group will do.

Set Your Goal

What cause or issue will you take action on? _____

How will you take action through art to advocate for your cause? _____

When will you film your documentary? _____

How many people will be directly involved in the art project and filming the documentary? _____

How many people do you want to share your art with? _____

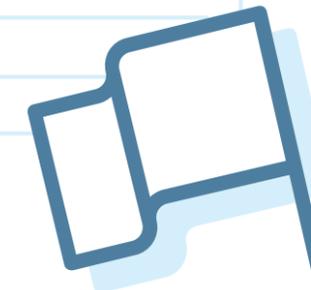
How will you share your art and documentary? (E.g., at school or local community centre.) _____

What impact do you hope to make through your actions? _____

Plan for Success

Consider the following elements to help you make an impactful film:

<p>Target Audience Who will be watching the video?</p>	<p>Cause Why are you sharing this story?</p>
<p>Message What is an effective story?</p>	<p>Music What type of music will help set the tone of your film?</p>
<p>Pictures Positive or negative images? A mix of the two?</p>	<p>Call to Action What do you want people to do after seeing the video?</p>



STEP 3

Take Action

Lights, camera, take action! It's time to film your art project and advocate for your cause. Share your documentary with the rest of your school and community to help amplify your message.

Tip: Remember to promote your film to make an impact. Create movie posters to put around your school or community.



Don't forget to share behind-the-scenes pictures of your filming process, along with updates and successes, on social media with [#WEfilmForChange](#).

Reflect

How did your artistic piece advocate for your cause? _____

Did you run into any problems during your campaign? _____

How did you solve them and what did you learn from this experience? _____

How will you continue to raise awareness through your art project? Share it at a community event? Post it online?

STEP 4

Report and Celebrate

Report

How many people participated in your campaign? _____

How many people did you reach by sharing your art? _____

Did you raise any money through an event tied to your campaign? (E.g., film screening) _____

Has your educator contacted your WE Schools Program Manager about filling out an Impact Survey? _____

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 WE Schools Program Manager.
- Record the highlights of your event day and create a video.
- Celebrate impacts through a class party, assembly or WE DayX.

Thank everyone who supported your campaign!

Use this space to brainstorm ways you can thank everyone who participated in your campaign. (E.g., write thank you cards or letters.)



Storyboard

A storyboard is used in movie production to represent how the video will unfold. By using drawings, directions and dialogue in a number of squares, a storyboard should show people how the video will look and sound.

Tickets

Use the tickets below to let people know where they can view your film! Photocopy and cut out the tickets below or visit WE.org/wefilmforchange to download a printable pdf. Invite friends, family and community members to watch your film so that they can continue to advocate for your chosen issue.



Admit One	Admit One
<p>This is your ticket to social change! You're invited to a screening of our film:</p> <hr/> <p>WHEN: _____</p> <p>WHERE: _____</p>	<p>This is your ticket to social change! You're invited to a screening of our film:</p> <hr/> <p>WHEN: _____</p> <p>WHERE: _____</p>



Make healthy choices for a healthy body.

WE eat well

- ▶ ACTION PLANNING
- ▶ ORGANIZATION
- ▶ LEADERSHIP SKILLS
- 3 SUSTAINABLE DEVELOPMENT GOAL 3: GOOD HEALTH AND WELLBEING

AN INITIATIVE OF



MADE POSSIBLE BY



A special thank you to President's Choice Children's Charity™ for making this campaign possible.

President's Choice Children's Charity™ believes nothing will create better conditions for success than feeding our kids, which is why they've pledged \$150M over the next 10 years to tackle childhood hunger and deliver nutrition education to children across Canada. Together with WE, they will educate and enable youth to take action on the issue of nutrition in their schools, in their homes and in their communities.

NUTRITION + AWARENESS = CHANGE

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

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



FACT: Eating breakfast regularly before school may improve memory, problem solving and concentration skills that are important to learning and achieving high grades.

Ways to Take Action

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



At School

- Organize a healthy food challenge for the week or month and share your experiences on social media. Post interesting facts, healthy recipes and raise awareness.
- Host a class food label challenge to learn and educate others about ingredients in your food.



At Home

- Go on a grocery store tour when shopping with your family. Look at food labels and ingredients so you pick the healthier food options.
- Cook together as a family and try new recipes for nutritious meals.



As a Community

- Research and create posters to promote healthy eating in your neighbourhood.
- Organize a neighbourhood picnic where everyone brings their own nutritious meal to share.



Tech for Good Badge

Healthy eating is not only empowering and good for you, it can be fun too! Create a social media account to post short, fun cooking lesson videos to share with everyone. Think of a hashtag to share and promote healthy eating. Don't forget to show us what you did by tagging [#WEatWell](#).

Go further: Create an online cookbook that focuses on healthy, nutritious meals and share it with your online community.

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 Healthy Food for Healthy Bodies at WE.org/weeatwell for lesson plans and ideas to learn more about healthy eating.

Healthy Food for Healthy Bodies

Grade Level	Subject Connection	Learning Goals	Skills Developed
Kindergarten to Grade 12	<ul style="list-style-type: none"> • Health and Physical Education • Language 	<ul style="list-style-type: none"> • Understand the connection between food choices and the needs of growing and changing bodies. • Recognize factors that influence food choices. • Use their knowledge to make healthy food choices and share what they have learned with others. 	<ul style="list-style-type: none"> • Action planning • Research and writing • Argument formation • Organization • Reflection • Information literacy • Critical thinking • Leadership skills



Campaign in Action

As part of WE Eat Well, students at George Kennedy Public School had the opportunity to participate in a cook off hosted in partnership with President's Choice Children's Charity™. Students were asked to prepare a nutritious meal for a panel of judges in a Master Chef challenge. This event inspired the school to take further action around healthy eating and now the Master Chef participants are helping to hand out healthy snacks and healthy food pledges to all students!

Get Doing

STEP 1

Investigate and Learn

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



CHECKLIST



- Check out the Nutrition Issue Card
- Create an Action Plan
- Visit WE.org/weeatwell for more resources
- Put up campaign posters
- Watch and share the campaign video
- Print out and distribute the resources
- Share facts about healthy nutrition
- Take a WE Eat Well pledge
- Share on social media with [#WEeatWell](https://twitter.com/WEeatWell)
- Plan your WE DayX
- Complete your Campaign Impact Survey
- Complete your Tech for Good badge survey

Test Your Knowledge

1. Why do we need to eat a combination of food groups?
 - A. It would be boring to eat the same foods all the time.
 - B. We don't need to eat all the food groups.
 - C. Each food group helps a different part of our bodies.
2. Which of these fruits helps boost liver functions?
 - A. Apple
 - B. Grapefruit
 - C. Pear
3. What minerals are bananas rich in?
 - A. Iron
 - B. Calcium
 - C. Potassium
4. Spinach is high in _____.
 - A. Protein
 - B. Fat
 - C. Vitamin K
5. Which of these foods is not a healthy breakfast?
 - A. Eggs and toast
 - B. Sugary cereals
 - C. Fruit smoothie

1. C | 2. B | 3. C | 4. C | 5. B

Create a few of your own multiple choice questions to quiz your friends and family! _____

STEP 2

Action Plan

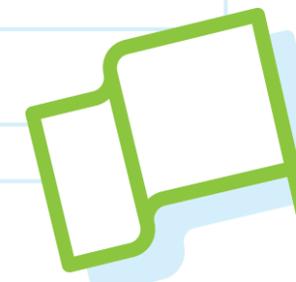
Let's make healthy choices for a healthy body! Before you kick-off your campaign, reach out to your WE Schools Program Manager to receive healthy fact backgrounders. By sharing these facts with others, you can lead your school in making healthier nutrition choices.

Set Your Goal

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

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

When will you hold your WE Eat Well campaign? _____



Assign Roles

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

Task	Group Member(s) Responsible
School announcements	
Social media posts	
Posters around the school	
Research facts	

Weekly Planner

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

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Morning							
Afternoon							
Evening							

STEP 3

Take Action

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

Tip: Plan a theme for each day so that you educate others on a variety of facts.



Don't forget to share pictures of your healthy snacks, along with facts and tips, on social media with [#WEeatWell](#).

Reflect

What was the response like to your WE Eat Well social media posts? _____

What would you do differently next time? _____

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

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

STEP 4

Report and Celebrate

Report

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

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

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

How many people took a pledge? _____

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

Has your educator contacted your WE Schools Program Manager about filling out an Impact Survey? _____

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 WE Schools Program Manager.
- Record the highlights of your event day and create a video.
- Celebrate impacts through a class party, assembly or WE DayX.

Thank everyone who supported your campaign!

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



Healthy Pledge Tracker

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



WE eat 
well

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

TODAY I PLEDGE TO:

THIS WEEK I PLEDGE TO:

THIS MONTH I PLEDGE TO:

Signed: _____

WE eat 
well

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

TODAY I PLEDGE TO:

THIS WEEK I PLEDGE TO:

THIS MONTH I PLEDGE TO:

Signed: _____

Online Resources

EATING FRUITS AND VEGETABLES REGULARLY

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

WE eat 
well



WE.org/weeatwell

Visit the website for more stats, information and downloadable posters and infographics to help you promote healthy eating. Plus, don't forget to share these on social media with [#WEeatWell](https://twitter.com/WEeatWell).

Create a more inclusive world using technology.

WE are one

 INFORMATION LITERACY  CRITICAL THINKING  ARGUMENT FORMATION

 SUSTAINABLE DEVELOPMENT GOAL 10: REDUCED INEQUALITIES

AN INITIATIVE OF



MADE POSSIBLE BY

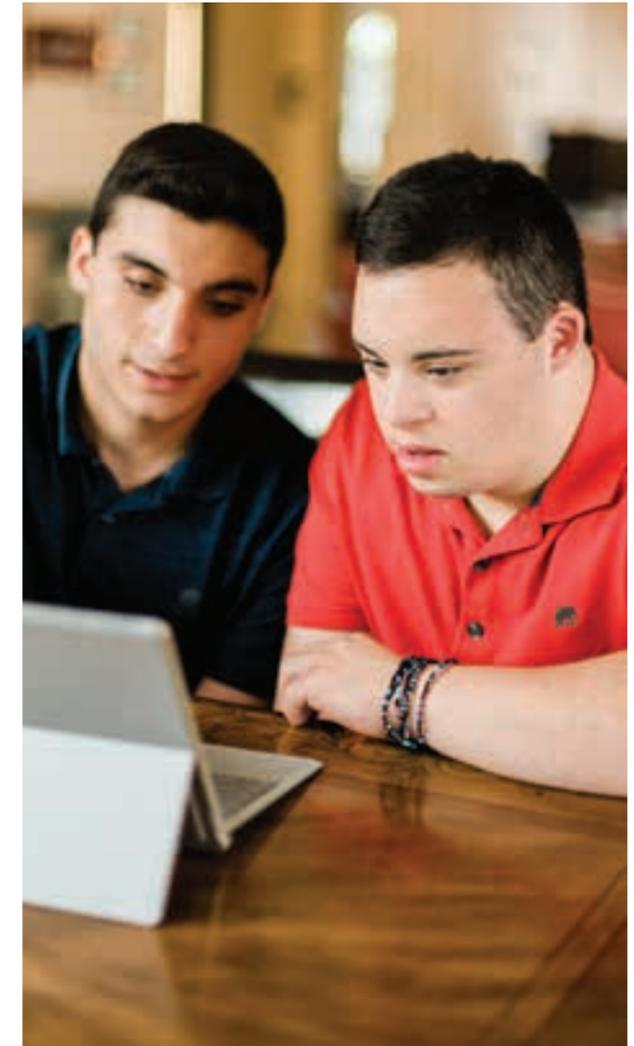


A special thank you to Microsoft for helping WE empower youth to create more inclusive communities.

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

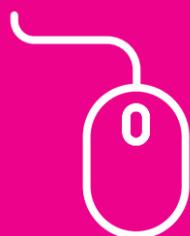
An inclusive world where everyone can participate is possible when we use technology and design to create accessible tools, services and experiences. Disabilities aren't always visible and inaccessible barriers aren't always noticeable either. Situations like cluttered hallways, stairs-only access and 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: From automated doors to captioned videos, accessible design solutions benefit everyone.

Ways to Take Action

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



At School

- Create a web page to educate other students about how inclusive design results in services, experiences and spaces that benefit everyone.
- Identify barriers—such as unclear signs or crowded spaces—and consider how technology could offer solutions.



At Home

- Have a discussion with your family about what inclusion means and discuss whether your home is an inclusive environment.
- Go on a family outing (e.g., local park, museum) and create a photo inventory of any spaces you encounter that are not accessible. How could you make them more inclusive?



As a Community

- Take a walk around your neighbourhood (e.g., restaurants, shops) to document barriers to access. Brainstorm how to make it more inclusive using technology.
- Create a website or online presentation that showcases inclusive spaces in your neighbourhood and educates others on how to make spaces more inclusive.



Tech for Good Badge

Create shareable, educational videos about the importance of inclusion and how technology and design can help enhance accessibility. Share the videos with your school, your community and others. We want to see your actions so remember to tag **#WEareOne!**

Go further: Create a website that will feature your videos. Add tips on how to make a space more inclusive and promote your website through your school's social media accounts.

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 *Creating an Inclusive World* at WE.org/weareone for lesson plans and ideas to explore how communities can become places where everyone feels welcome.

Creating an Inclusive World

Grade Level	Subject Connection	Learning Goals	Skills Developed
6 to 8	<ul style="list-style-type: none"> • Language • Science and Technology • Social Studies 	<ul style="list-style-type: none"> • Understand how the use of language affects the creation of an inclusive society. • Explore the role technology plays in making community experiences, services and spaces more inclusive. • Learn about existing technologies and solutions that can increase accessibility. 	<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"> • English • Science • Social Sciences and the Humanities • Technology 		



Campaign in Action

A group of students at Fletcher's Creek Senior Public School are taking action for inclusion! They created an interactive slideshow that included helpful information and relatable statistics on the topic and on becoming a positive digital citizen. They also reflected on their personal experiences, showing staff and students that everyone has the strength to be open and accepting.

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](https://www.weareone.org) for more resources
- Put up campaign posters
- Watch and share the campaign video
- Print out and distribute the resources
- Share on social media with [#WEareOne](https://twitter.com/WEareOne)
- Plan your WE DayX
- Complete your Campaign Impact Survey
- Complete your Tech for Good badge survey

What did you learn?

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 132 to help you explore your school or community and take note of things that might pose a barrier. With your findings, discuss and decide which accessibility issues your group will propose a solution to.

Set Your Goal

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

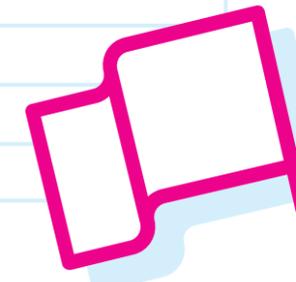
How will you use technology to design a solution that promotes inclusivity? _____

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

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

Who do you plan to present your solution to? _____

When and how will you present your solution? _____



Assign Roles

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

Task	Group Member(s) Responsible
School announcements	
Social media posts	
Posters around the school	
Research facts	

STEP 3

Take Action

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

- Who is currently using this space or resource? Who is unable to use this space or resource?
- What is the issue? Why is it important to remove or resolve this issue?
- What is the technological solution? What benefits does it offer?
- What will the solution require (installation time and costs, training for equipment, etc.)?
- How will your group offer assistance (volunteering, fundraising for costs, etc.)?

Tip: Once you're on track for implementing your solution, promote it to raise awareness of inclusivity and inspire others 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? _____

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? _____

Has your educator contacted your WE Schools Program Manager about filling out an Impact Survey? _____

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 WE Schools Program Manager.
- Record the highlights of your event day and create a video.
- Celebrate impacts through a class party, assembly or WE DayX.

Thank everyone who supported your campaign!

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



Accessibility Mapping Chart

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



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

Online Resources

ONE IN FIVE CANADIANS

aged 15 years and older has a disability

WE are one



WE.org/WEareOne

Visit the website 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](https://twitter.com/WEareOne).

Host a bake sale to raise money for WE Villages.

WE bake for change

 ACTION PLANNING  ORGANIZATION  LEADERSHIP SKILLS

12 SUSTAINABLE DEVELOPMENT GOAL 12: RESPONSIBLE CONSUMPTION AND PRODUCTION



A special thank you to Robin Hood for their determination in creating a better world.

Robin Hood® believes in bringing people together to create memories over meals. And what better way to do that than through baking with your family and friends to promote development programming around the world? We are encouraging you and other youth to host a WE Bake For Change bake sale in support of international development projects. Because together, we can bake a difference.

FOOD + BAKE SALE = CHANGE

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

FACT: Almost 124 million people across 51 countries faced severe food insecurity in 2018.



WE Villages Goal

Through WE Villages, you can empower your global community with sustainable change.



**\$50 = One year
of healthy lunches
for two students!**

Ways to Take Action

Plan a bake sale to raise money for WE Villages.



At School

- Organize a schoolwide bake sale to raise money for WE Villages. Remember to spread the word through social media to create an even bigger impact!
- Host a bake-off show to share online and raise awareness about your cause. Collect donations from participants and online supporters. Showcase international recipes too!



At Home

- Host a friends and family bake night to collect donations. Try international recipes to learn more about other cultures.
- Research new recipes from different parts of the world and try cooking them at home once a week. As a family, learn about where these recipes come from.



As a Community

- Organize a multicultural bake sale to raise funds and awareness for WE Villages.
- Create an online resource or cookbook with recipes from local community members. Host a bake sale using these recipes to raise money for your cause.
- Organize a community cookie exchange and collect funds for WE Villages.



Tech for Good Badge

Create an online platform or social media account where others can add their favourite recipes, baking tips and interesting facts in support of your cause. Ask local businesses and community members to donate for every post or match the total money raised. Be sure to share your experiences using [#WEbakeForChange](#).

Go further: Host an online cooking show on social media or on an online platform to educate others about your cause, raise money and share your favourite recipes!

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 Understanding Ethical Consumerism at WE.org/webakeforchange for lesson plans and ideas to learn more.

Understanding Ethical Consumerism

Grade Level	Subject Connection	Learning Goals	Skills Developed
4 to 8	<ul style="list-style-type: none"> • Social Studies 	<ul style="list-style-type: none"> • Learn why it is important to understand how our food is produced. • Explore what it means to be an ethical consumer. 	<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"> • English • Social Sciences and the Humanities • Business Studies • Arts • Canadian and World Studies 		



Campaign in Action

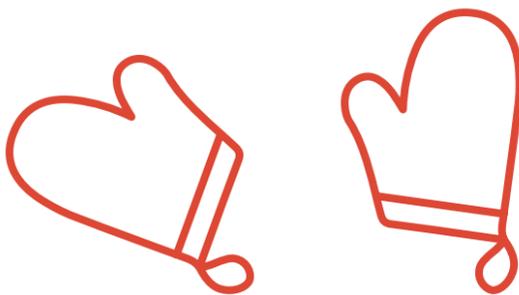
With WE Bake For Change, students at Centennial Senior Public School baked a difference in the world! The ME to WE group at Centennial Senior Public School is extremely passionate about supporting communities in Haiti. They decided to participate in WE Bake For Change and host a bake sale to bring awareness to food insecurity globally, and specifically in Haiti. To promote their bake sale, the group made posters and announcements, posted on social media and shared important information about the WE Villages Pillars of Impact.

Get Doing

STEP 1

Investigate and Learn

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



CHECKLIST



- Check out the Food Issue Card
- Visit WE.org/webakeforchange for more resources
- Create an Action Plan
- Put up campaign posters
- Watch and share the campaign video
- Print out and distribute the Creative Resource
- Share on social media with [#WEbakeForChange](https://twitter.com/WEbakeForChange)
- Complete your Campaign Impact Survey
- Plan your WE DayX

What did you learn?

How many people in Canada are affected by hunger? _____

What does it mean to be food insecure? _____

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

Discuss with your group

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

What would you like to learn more about? _____

STEP 2

Action Plan

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

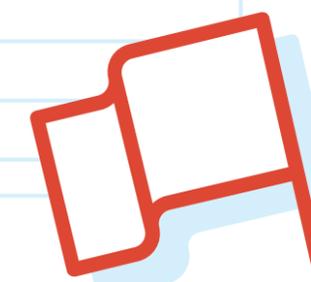
Set Your Goal

How many people will contribute to your bake sale? _____

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

When will you hold it? _____

What is your fundraising goal? _____



Assign Roles

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

Task	Group Member(s) Responsible
Posters	
Social media posts	
Baking team	
Set up team	

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



STEP 3

Take Action

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

Tip: Take it one step further and create a recipe book to raise even more funds!



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

Reflect

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

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

What did you learn about food security? _____

How can you continue to raise awareness about your issue? _____

STEP 4

Report and Celebrate

Report

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

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

What was your final fundraising total? _____

Where did you donate it? _____

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

Has your educator contacted your WE Schools Program Manager about filling out an Impact Survey? _____

Did you apply for the Baking a Difference Award? _____

Baking a Difference Award

Enter to win the Baking a Difference Award on [WE.org/webakeforchange](https://www.we.org/webakeforchange), and you could be one of 20 schools to receive \$2,500 from Robin Hood toward your WE Villages goal!

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 WE Schools Program Manager.
- Record the highlights of your event day and create a video.
- Celebrate impacts through a class party, assembly or WE DayX.

Thank everyone who supported your campaign!

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



Recipes for Change



Chocolate Marshmallow Magic Bars

Base Ingredients

- 2 cups oats
- 1/2 cup flour
- 1/2 cup packed brown sugar
- 1/2 cup butter, melted

Topping Ingredients

- 1 can regular or low fat sweetened condensed milk
- 1 1/2 cups chocolate chips
- 1 cup mini marshmallows

Directions

1. Preheat oven to 350°F (180°C). Grease and line 9" x 13" baking dish with parchment paper, overlapping the two longer sides for easy removal.
2. Base: Combine oats, flour, sugar and melted butter in a large mixing bowl. Mix well. Press mixture into prepared baking dish. Bake in preheated oven 15–18 minutes, until golden.
3. Topping: Pour sweetened condensed milk over hot base. Sprinkle with remaining ingredients.
4. Return to oven and continue baking, 25–30 minutes, until golden and bubbly. Chill about four hours or overnight before cutting into squares.

Serving size: 36 squares

Double Chocolate Oatmeal Cookies

Ingredients

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

Directions

5. Preheat oven to 350°F (180°C). Line baking sheets with parchment paper.
6. Beat butter and sugars until combined. Add eggs and vanilla. Beat in remaining ingredients.
7. Roll 1 tbsp of dough into a ball and place onto prepared baking sheets, about 2" (5 cm) apart.
8. Bake in preheated oven, 8–10 minutes. Cookies should still be soft to the touch.
9. Remove from oven and let rest on baking sheet for 1–2 minutes until more firm. Transfer to wire rack until cool.

Serving size: 50 cookies

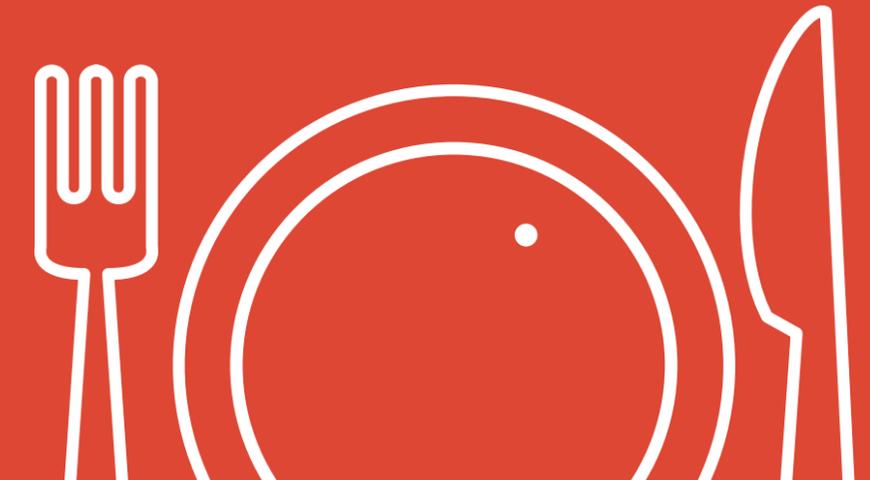


Online Resources

Approximately 821 million people in the world are

HUNGRY

WE bake for change 



[WE.org/webakeforchange](https://www.we.org/webakeforchange)

Visit the website for more stats, information and downloadable posters and infographics to help you host an epic bake sale. Plus, don't forget to share these on social media with [#WEbakeForChange](https://twitter.com/WEbakeForChange).

Organize a volunteer activity with your friends.

WE volunteer now

AN INITIATIVE OF



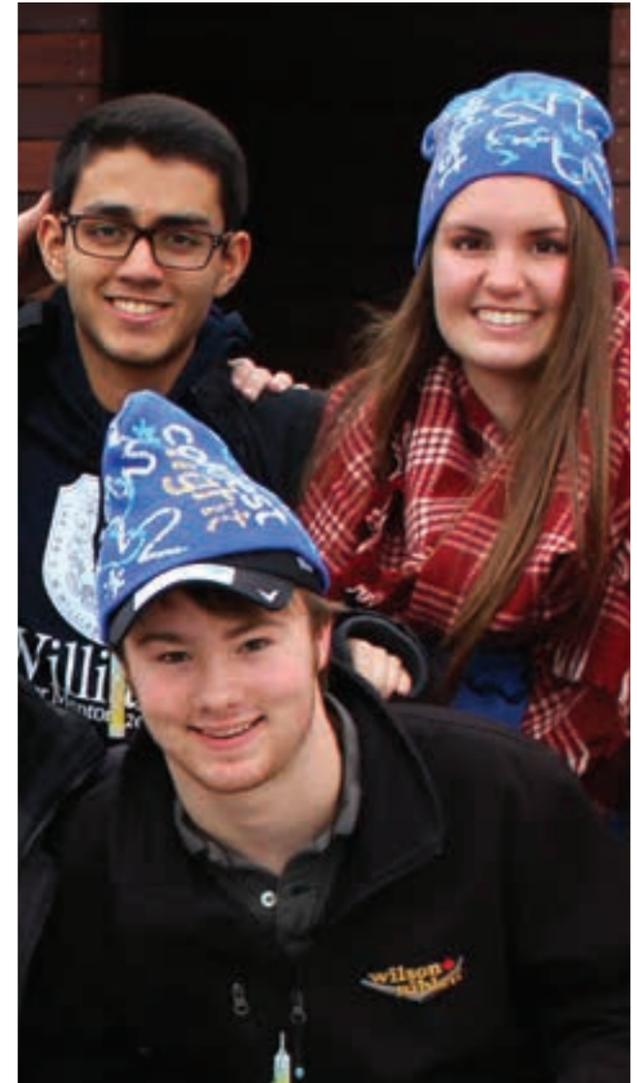
 LEADERSHIP SKILLS  CRITICAL THINKING  REFLECTION

 SUSTAINABLE DEVELOPMENT GOAL 10: REDUCED INEQUALITIES

VOLUNTEERING + YOUTH EMPOWERMENT = CHANGE

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

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



FACT: Volunteering improves health by strengthening the body, lifting mood and reducing stress.

Ways to Take Action

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



At School

- Organize a toy or book drive for those in need. Expand your drive to include other needed items such as baby items or personal hygiene items.
- Organize a march with your classmates to raise awareness about your issue. Hand out flyers and cards to educate others about your cause.



At Home

- Organize a weekend to volunteer as a family, whether at a local food bank or community centre.
- As a family, learn about important issues that are affecting your community by visiting a local animal shelter, food bank or community centre. Research more at home and discuss as a family what you can do to help.



As a Community

- Visit a senior home to learn from and engage with the people in your community.
- Organize a neighbourhood clothing drive for a homeless shelter.



Tech for Good Badge

Create an online bulletin board and sign-up list of volunteer opportunities in your community. Add to your list as you go! Be sure to share your experience using [#WEvolunteerNow](#).

Go further: Send a weekly or monthly e-newsletter to share the good that's being done in your community and volunteer opportunities!

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 Volunteerism: A Growing Movement at [WE.org/wevolunteernow](https://www.we.org/wevolunteernow) for lesson plans and ideas to learn more about the power of volunteerism.

Volunteerism: A Growing Movement

Grade	Subject Connection	Learning Goals	Skills Developed
1 to 8	<ul style="list-style-type: none"> • Language • Social Studies 	<ul style="list-style-type: none"> • Learn about the history and importance of volunteerism in Canada. • Research and discover an organization to volunteer with, or plan your own volunteer experience. • Understand and demonstrate ways to spread awareness. 	<ul style="list-style-type: none"> • Action planning • Research and writing • Argument formation • Organization • Reflection
9 to 12	<ul style="list-style-type: none"> • English • Social Sciences and the Humanities • Canadian and World Studies 		<ul style="list-style-type: none"> • Information literacy • Critical thinking • Leadership skills



Campaign in Action

Every month, students at Killarney School participate in WE Volunteer Now to help make a difference. For half a day, students in Grades 4 to 6 go out into the community for their Community Service Day to either visit a local seniors' home, volunteer at a pet training facility, support a local preschool or participate in a healthy lunches program for kids who don't have access to them. At the seniors' home, students partner with residents to play games, read and socialize and at the pet training facility, Dogma, students help puppies socialize for their Kinderpups program. At the local preschool, students assist with cleaning and activities, preparing snacks and more, while students at the healthy lunches program, Brown Bagging for Calgary Lunches, run errands and build on practical life skills like shopping for healthy snacks. They also include Lunches Love Cards in the lunches, homemade cards with messages of kindness.

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 campaign posters
- Watch and share the campaign video
- Print out and distribute the resources
- Share on social media with [#WEvolunteerNow](https://twitter.com/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? _____

Now zone in on your own community!

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

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

How can you help address these issues? _____

STEP 2

Action Plan

You can plan multiple small volunteer actions throughout your school and community or put all your effort into planning one big event! You decide your goal.

Set Your Goal

What will your volunteer action be? _____

When will you hold your volunteer week or event? _____

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

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

Create a Timeline

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

1. _____ 6. _____

2. _____ 7. _____

3. _____ 8. _____

4. _____ 9. _____

5. _____ 10. _____

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!



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

Reflect

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

Why is it important to ask others to join you? _____

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

STEP 4

Report and Celebrate

Report

How many different activities did you plan? _____

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

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

How have your thoughts on volunteering changed? _____

Has your educator contacted your WE Schools Program Manager about filling out an Impact Survey? _____

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 WE Schools Program Manager.
- Record the highlights of your event day and create a video.
- Celebrate impacts through a class party, assembly or WE DayX.

Thank everyone who supported your campaign!

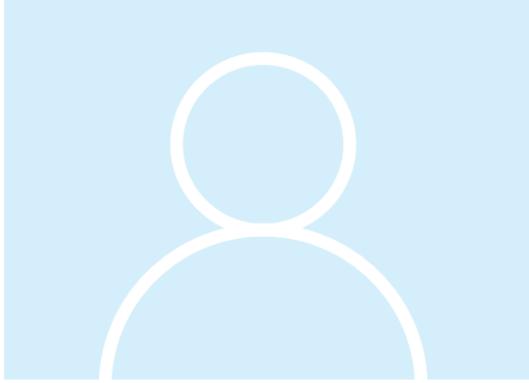
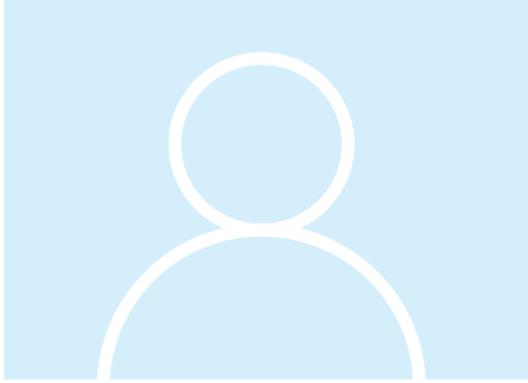
Use this space to brainstorm fun ideas to celebrate your impacts. (E.g., host a school assembly or party.)



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 to share your talents and motivations with each other. You can download these cards at WE.org/wevolunteernow.



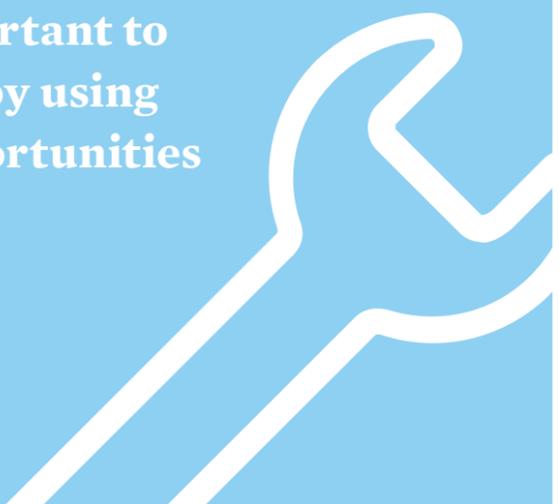
	
WE volunteer now 	WE volunteer now 
NAME:	NAME:
_____	_____
MY VOLUNTEER TALENT:	MY VOLUNTEER TALENT:
_____	_____
_____	_____
_____	_____
I VOLUNTEER BECAUSE:	I VOLUNTEER BECAUSE:
_____	_____
_____	_____
_____	_____

Online Resources

26% OF CANADIANS WHO DON'T VOLUNTEER

haven't because they believe they lack the skills or knowledge, so it's important to encourage others to volunteer by using their own skills or provide opportunities for them to learn new skills!

WE volunteer
now 



WE.org/wevolunteernow

Visit the website 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](https://twitter.com/WEvolunteerNow).

Rally your friends to reduce waste.

WE go green

AN INITIATIVE OF



REFLECTION ARGUMENT FORMATION LEADERSHIP

13 SUSTAINABLE DEVELOPMENT GOAL 13: CLIMATE HEALTH

PURPOSE + SUSTAINABILITY = CHANGE

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

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



FACT:
*It takes 450 years for one
plastic bottle to decompose.*

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.



At School

- Take an online sustainability pledge with your classmates.
- Commit to not using single-use plastics. Replace plastic bags with reusable bags and switch plastic water bottles with reusable water bottles.
- Using recycled paper, post recycling tips around school. Take it further and post more tips through social media.



At Home

- As a family, take part in a zero-waste challenge for a day or week. Learn how you can change your everyday habits to more sustainable ones.
- Learn more about energy conservation with your family. Together, make an effort to reduce driving and encourage walking, biking or taking public transit.
- Use a water filter or sustainable water dispenser.



As a Community

- Organize a garbage pickup walk in your neighbourhood.
- Host a clean-up party for a local park or playground.
- Plant a community garden where everyone takes turn maintaining it.



Tech for Good Badge

Create a waste-tracker or recycling tracker app to count how much waste or recycling you are creating. Include interesting facts and milestones to keep everyone motivated to continue going green. Be sure to share your experiences using [#WEgoGreen](https://twitter.com/WEgoGreen).

Go further: Set a goal for how much you would like to recycle or how little waste you collect. For example, it takes about 63 plastic bottles to be recycled into a new sweater.

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 Act Today for a Bright Future at WE.org/wegogreen for lesson plans and ideas to explore the issue of sustainability and learn about the importance of living sustainably.

Act Today for a Bright Future

Grade	Subject Connection	Learning Goals	Skills Developed
6 to 8	<ul style="list-style-type: none"> • The Arts • Language • Social Studies • Science and Technology 	<ul style="list-style-type: none"> • Explore the impact humans have on the environment. • Learn what it means to live sustainably. 	<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"> • The Arts • English • Social Sciences and the Humanities • Canadian and World Studies 		



Campaign in Action

Leadership students at Waskada School have been taking charge of the planet and future with a new school-wide composting project for WE Go Green. The group dove right into their project by organizing a sustainability walk around their school. They looked for things that they could change to make their school more sustainable such as the food waste at break and lunchtimes. The students began to investigate the possibility of running their own composting program, from calculating costs to applying for grants to writing proposals. After a tense period of waiting, their project has now been approved and they can't wait to get started!

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](https://www.we.org/wegogreen) for more resources
- Create an Action Plan
- Put up campaign posters
- Watch and share the campaign video
- Print out and distribute the Creative Resource
- Share on social media with [#WEgoGreen](https://twitter.com/WEgoGreen)
- Complete your Campaign Impact Survey
- Plan your WE DayX

Community Mapping

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

Issues	Solutions

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

STEP 2

Action Plan

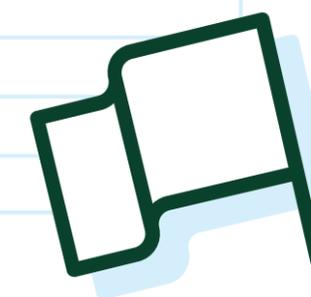
What pledges can you take to help promote sustainability in your school? Have each person in your group set their own goal for making a positive impact on the environment, then decide on a pledge to take action on as a group!

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?) _____

When will you hold your campaign? _____



Assign Roles

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

Task	Group Member(s) Responsible
Make school announcements	
Put up posters	
Gather supplies	

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 contacted your WE Schools Program Manager about filling out an Impact Survey? _____

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 WE Schools Program Manager.
- Record the highlights of your event day and create a video.
- Celebrate impacts through a class party, 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.)



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

WE stand together

 INFORMATION LITERACY  REFLECTION  LEADERSHIP

16 SUSTAINABLE DEVELOPMENT GOAL 16: PEACE, JUSTICE AND STRONG INSTITUTIONS

AN INITIATIVE OF



MADE POSSIBLE BY



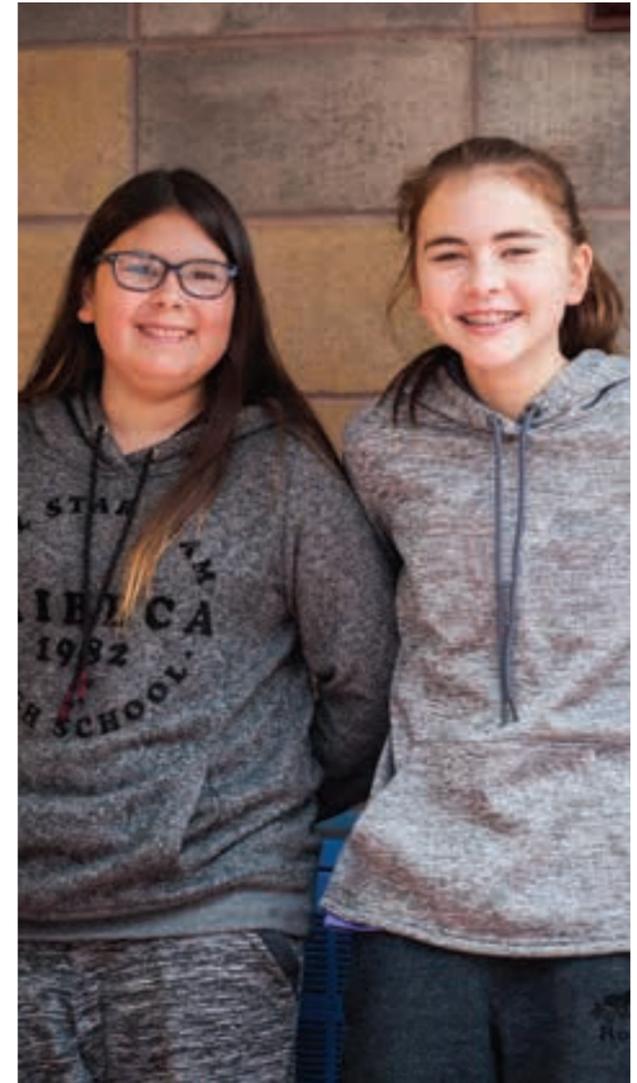
A special thank you to the Martin Family Initiative.

The Martin Family Initiative (MFI) works to improve not only K-12 education for Indigenous children, but also the wider determinants that influence their educational outcomes, including their health and well being, MFI does this by bringing together Indigenous organizations, the business community, postsecondary institutions, First Nation schools and provincially funded school boards to implement programs that support Indigenous students.

LEARNING + DIALOGUE = RECONCILIATION

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

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



FACT: More than two-thirds of the over 70 Indigenous languages spoken in Canada are endangered.

Ways to Take Action

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



At School

- Visit a local community centre dedicated to Indigenous cultures and teachings.
- Go to see an Indigenous exhibit at a museum or art gallery.
- As a family, watch a documentary on Indigenous culture and have a discussion on what you have learned.



At Home

- Visit a local community centre dedicated to Indigenous cultures and teachings.
- Go to see an Indigenous exhibit at a museum or art gallery.
- Share the connection points you have learned at school with your family.



As a Community

- Celebrate National Indigenous Month during June or on Indigenous Peoples Day (June 21) by organizing an event that brings everyone together.
- Invite Indigenous speakers and community leaders to share and inspire.
- Raise awareness with the community by hosting lunch and learn events.



Tech for Good Badge

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

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

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 WE Stand Together resources at [WE.org/westandtogether](https://www.westandtogether.org) for lesson plans and ideas on how to explore strengthening ties between Indigenous and non-Indigenous people in Canada.



WE Stand Together			
Grade	1 to 6	7 to 8	9 to 12
Subject Connection	<ul style="list-style-type: none"> • Language • Social Studies • The Arts • Math • Science and Technology • French • Health/Physical Education 	<ul style="list-style-type: none"> • Geography • History • Social Studies • Health/Physical Education • Language • The Arts • Science and Technology • Math 	<ul style="list-style-type: none"> • Business Studies • Career Studies • Civics • English • Geography • History • Law • Economics • Health/Physical Education • Computer Studies
Learning Goals	<ul style="list-style-type: none"> • Explore rights, cultures and experiences of Indigenous peoples in Canada. • Make connections between Indigenous and non-Indigenous people in Canada. • Investigate the integral role of Indigenous peoples in Canadian society. • Consider the role Indigenous peoples play, as individuals and as community members, in reconciliation. 		
Skills Developed	<ul style="list-style-type: none"> • Action planning • Organization • Argument formation 	<ul style="list-style-type: none"> • Critical thinking • Reflection • Information literacy 	<ul style="list-style-type: none"> • Leadership skills • Research and writing

Campaign in Action

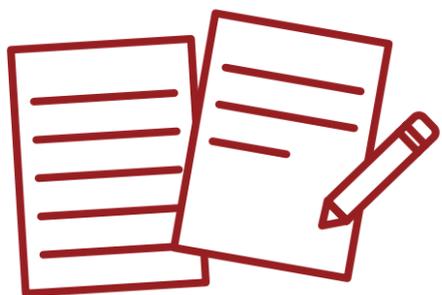
Students at William Dunbar Public School are taking action for WE Stand Together through education! They started meeting with a teacher of Indigenous heritage to learn more. For their campaign, they presented at a Remembrance Day assembly, educating their school about the contributions of Indigenous peoples to wars impacting Canada. They also learned about the Seven Grandfather Teachings, created presentations for every class and made a promise to themselves and the school based on the teachings. Each promise will be turned into a promise strand in a school-wide wampum belt to reflect their commitment to Indigenous values. They also created a display case for the front of the school to educate the community about Indigenous peoples and their history.

Get Doing

STEP 1

Investigate and Learn

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



CHECKLIST



- Check out the Indigenous Issue Card
- Visit [WE.org/westandtogether](https://www.we.org/westandtogether) for more resources
- Create an Action Plan
- Put up campaign posters
- Watch and share the campaign video
- Share on social media with [#WEstandTogether](https://www.instagram.com/westandtogether)
- Complete your Campaign Impact Survey
- Plan your WE DayX

Connection Points for Conversation

Review the connection points available on [WE.org/westandtogether](https://www.we.org/westandtogether) with your group. Take time to read and discuss them with one another and use them to engage further on Indigenous cultures and histories.

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

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

- ▶ If you have firsthand experience in any of the topics, consider how you can share that perspective with others. If you don't have that experience, research ways to learn from someone who does by hosting a speaker at your school, visiting an Indigenous centre or connecting with an organization to address a particular topic.
- ▶ Remember that each First Nation, Métis and Inuit community has their own distinct culture, history and perspective, and no one Indigenous centre or speaker is representative of the experiences of all Indigenous peoples. But reaching out to learn more is a great entryway to further discussions and exploration.

STEP 2

Action Plan

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

Set Your Goal

How will you spread awareness? _____

What is your goal? _____

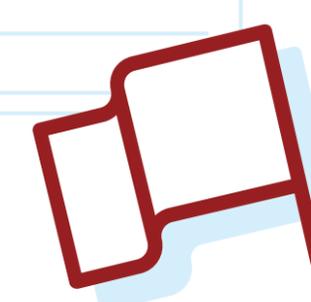
How will you measure it? _____

How many students would you like to get involved? _____

When will you run your campaign? _____

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

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



Assign Roles

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

Task	Group Member(s) Responsible
School announcements	
Visit each homeroom to speak about your campaign	
Put up posters	
Post on social media	
Reach out to Indigenous speakers or performers	

STEP 3

Take Action

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

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



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

Reflect

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

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

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

STEP 4

Report and Celebrate**Report**

How did you do with your goal? _____

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

Is there anything you would do differently next time? _____

Has your educator contacted your WE Schools Program Manager about filling out an Impact Survey? _____

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 WE Schools Program Manager.
- Record the highlights of your event day and create a video.
- Celebrate impacts through a class party, assembly or WE DayX.

Thank everyone who supported your campaign!

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



Posters

Design your own posters with welcome messages and symbols from your Indigenous culture and/or Indigenous cultures in your community. These posters can be put up in spaces where people will be participating in conversations through WE Stand Together. To get started, download the poster below at [WE.org/westandtogether](https://www.westandtogether.org).

Indigenous cultures and languages in the community: _____

How to say “welcome” or “hello” in these languages: _____

Cultural symbols to include: _____



WELCOME
AANIIN • TAWÂW • KUEI

Peetigway • Tunngasugit • Dahooja

Mahsi • Pjila’si • Wa’tkwanonhwera:ton



Online Resources

IN CANADA

**there are 630 First Nation communities
 and 53 communities across the northern
 regions that many Inuit peoples live in
 and eight Metis settlements**

WE stand 
together



[WE.org/westandtogether](https://www.westandtogether.org)

Visit the website for more stats, information and downloadable posters and infographics to help you make a difference. Plus, don't forget to share these on social media with [#WEstandTogether](https://www.westandtogether.org).

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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. Global involvement is a huge step in your journey to becoming a global citizen that 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 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 WE Villages development projects.



Additional Resources

Sign up for one of our three fundraising initiatives with your WE Schools Program Manager and receive additional resources specific to your chosen initiative!

This is fundraising in action.



1. Discover your "why."

Read our story and reflect on your own reasons for getting involved. Use the activity on page 179 to see where you can focus your fundraising efforts.



2. Learn about WE Villages and why you should fundraise.

Read more about our international sustainable development model and how we empower communities to break the cycle of poverty.



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.

WE are silent

WE are rafikis

WE walk for water

Our Story

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

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



We're stronger together.

What started as a group of kids grew into a global movement, proving that when we work together, anything is possible. Today, more than two decades 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.

1. Find a story in the news that moves you.

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

2. Which of the pillars does the issue tie into?

WE Villages Pillars of Impact

Education	Water	Food	Health	Opportunity
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3. What country would you like to help tackle this issue?

It could be the country or countries that you read about in your article or a country that WE Villages partners with.

WE Villages Countries

Kenya	Ecuador	India
Ethiopia	Tanzania	Nicaragua
Haiti	Rural China	Sierra Leone

4. How do you want to take action against this issue?

Tip: There are tons of ways you can help such as a fundraiser, awareness-raising campaign and more!

WE Schools Fundraisers



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 illnesses, 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 school rooms 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](https://www.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](https://www.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](https://www.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](https://www.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](https://www.we.org/stories/entrepreneurial-roots).

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



WE Villages: Where We Work

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



Kenya ★💧🌱❤️♀️

Located in Eastern Africa, Kenya borders the Indian Ocean between Somalia and Tanzania. The population of almost 50 million lives among abundant wildlife and a diverse geographical landscape. Despite Kenya's natural wealth of beauty, over 40 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
- More than 75% of Kenya's population lives in rural areas
- Approximately 50% of rural households have access to improved water sources
- One in four children aged 5–14 are engaged in child labour



Meet Francis Naimodu from Kenya

When Francis Naimodu graduated from the eighth grade, his older brother, Peter, couldn't afford to send him to high school. Their parents both passed away when Francis was young and it was up to Peter to step up and raise his four younger siblings. But when WE built a new high school for boys in the Maasai Mara that offered full scholarships—aligning with SDG 4 for quality education—Peter encouraged Francis to apply—and he was accepted! Watch his story at [WE.org/stories/high-school-diploma](https://www.well.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 who 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 years
- One third of Ecuadorians live in rural areas
- Approximately 5% of children ages 5–14 are engaged in child labour



Meet Thalia Mendoza from Ecuador

When Thalia Mendoza returned to the community she grew up in with her 10-year-old son, finding work was difficult. She worried about surviving and for her, survival meant keeping her son in school, 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 about the opportunities it would lead to. Read her story at [WE.org/stories/cacaofarm](https://www.well.org/stories/cacaofarm).

India ★💧🌱❤️♀️

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

- Approximately 67% 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
- 12% of children ages 5–14 are engaged in child labour



Meet Kharta Ram from India

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

China ★💧🌱❤️♀️

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

- China's extreme poverty rate fell from 88% in 1981 to approximately 7% in recent years
- The average life expectancy is 76 years
- China is the most populated country in the world, with a population of over 1.3 billion
- China ranks 86 out of 188 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 SDG 2 and 8 to ensure no one goes hungry and people have decent employment.

Tanzania ★💧🌱❤️♀️

Despite its natural beauty, approximately half of all Tanzanians still live on less than \$1.90 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%
- Only half of the population in Tanzania have access to improved water sources
- Approximately 30% of children ages 5-14 are engaged in child labour



Meet Yasi Rokoi from Tanzania

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



Sierra Leone ★

Despite a large amount of natural resources, Sierra Leone is one of the poorest countries in the world, ranking 184 out of 188 on the United Nations Human Development Index. From 1991 to 2002, Sierra Leone underwent a volatile and relentless 11-year civil war, from which it continues to suffer repercussions today. WE's work in Sierra Leone dates back to 2002 with the end of the civil war. We began implementing projects to improve communities' access to clean water, health care and alternative income with the goal of giving communities the knowledge, skills, tools and resources to combat poverty.

- The average life expectancy is 52 years
- Approximately 50% of the child population is engaged in child labour
- One of the poorest countries in the world as a result of the civil war and a rapidly growing population
- The country was in a state of civil war from 1991 to 2002



Meet Michaella and Hwanatu from Sierra Leone

Michaella and Hwanatu 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 back 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 65 years
- Roughly 41% of children ages 7–14 are engaged in child labour
- 61 million Ethiopians lack access to safe water



Meet the students of Adihaye

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

Nicaragua ★💧🌱❤️♀️

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

- 41% of the population lives in rural areas
- The average life expectancy is 75 years
- Only about 30% 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 been teaching preschool for the past five years. She uses the only classroom in the community of Aguas Agrias, 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 nearly 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 80 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 61%
- Approximately 34% of children ages 5–14 are engaged in child labour



Welcome to Marialapa Primary School

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

How to Fundraise

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

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

Remember to send in your donations!

If you didn't set up a personal fundraising page on CrowdRise, you can donate the funds you raised for WE Villages by:

<p>Mail WE Charity 339 Queen St E Toronto, ON M5A 1S9 Canada</p>	<p>Phone Call your WE Schools Program Manager</p>
	<p>Online WE.org/donate</p>

Fundraising Tips

Use these tips to help you during your fundraiser!

Share!

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

Ask!

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

Stay Organized!

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

Document It!

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



Make It Your Own

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

Fundraising at School

By fundraising at school, one of the easiest ways to create impact, you have the perfect place to promote, plan and hold your fundraiser. 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. 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 shovelling, 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.

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 as a community brings 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 centres 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 favourite 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.

Fundraising Initiatives

Our ready-made fundraising initiatives are designed to help you plan and take action on the global issues you are passionate about. Whether you're interested in selling Rafiki Bracelets, walking for water or taking a vow of silence for those whose voices go unheard, our three WE Villages fundraising initiatives will help you reach your fundraising goals in no time. To take your learning and actions further, our classroom resources for each of the fundraising initiatives will help you develop an understanding of the issues and how they affect people around the world.



WE are silent

Now it's time to speak up. Your voice is a powerful tool for social change. Raise your voice or go silent for all of those who go unheard.

Page 196



WE are rafikis

Empower female artisans in developing communities. Sell handcrafted Rafiki Bracelets and give back to the women who made them.

Page 202



WE walk for water

Clean water isn't a luxury, it's a basic human right. Walk to raise awareness and fundraise to improve global access to clean water.

Page 210

Four Easy Steps

Our fundraising initiatives are designed to help you learn more about global issues, organize a highly developed action plan and pull off an unforgettable fundraising event with tips, tools and resources.



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 CrowdRise fundraising 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.



Don't forget to send in your donations!

Donate the funds you raised by mail, over the phone, through your CrowdRise page or online at [WE.org/donate](https://www.wefund.org/donate).

WE are silent

Pledge to go silent for global human rights.



Our actions are a powerful tool for social change.

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

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

Kick-off: October 11, 2019

Sign up: [WE.org/wearesilent](https://www.weare.org/wearesilent)

Every \$50 = Education for a child

Celebrate the 30th Anniversary of:

The Convention on the Rights of the Child

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



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 *Advocating for Children's Rights* at [WE.org/wearesilent](https://www.weare.org/wearesilent) for lesson plans and ideas to raise awareness of children's rights issues.

Advocating for Children's Rights

Grade	Subject Connection	Learning Goals	Skills Developed
1 to 6	<ul style="list-style-type: none"> • Social Studies • Language 	<ul style="list-style-type: none"> • Understand the difference between wants and needs. • Explore how children's rights are connected to their basic needs. • Use the United Nations Convention on the Rights of the Child to identify the rights that children around the world are entitled to. 	<ul style="list-style-type: none"> • Action planning • Research and writing • Argument formation • Organization • Reflection • Information literacy • Critical thinking • Leadership skills
7 to 8	<ul style="list-style-type: none"> • Geography • Language 	<ul style="list-style-type: none"> • Understand what human rights are and why they are important. • Use their knowledge of rights and declarations to explore United Nations Convention on the Rights of the Child. 	
9 to 12	<ul style="list-style-type: none"> • Canadian and World Studies 	<ul style="list-style-type: none"> • Learn what it means to be an advocate. 	

Get Ready

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 to you the most and write down a few notes about the things you have learned.

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

Decide Your Action

What issue will you take action on? _____

What type of action/fundraiser will you do? _____

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

- Collect pledges for taking a vow of silence
- Fundraise with your school through a silence march
- Fundraise and raise awareness through a white-board raid (write facts about your issue on all classroom boards the day before your event day)

Set Your Goal

Which Pillar of Impact will you be fundraising for?

Education 	Water 	Food 	Health 	Opportunity 
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What is your fundraising goal? _____

Consider aiming for one of these fundraising milestones:

\$50 Education for a Child Give a child access to primary education and set them on the path to success.	\$1,000 Outfit a Classroom Provide furniture and school supplies for an entire classroom, empowering students with a conducive learning environment.	\$10,000 Build a Classroom Build a classroom to equip a generation with the skills, knowledge and confidence to create a brighter future for themselves and their community.
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Set Your Date

When will you hold your WE Are Silent initiative? _____

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

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

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

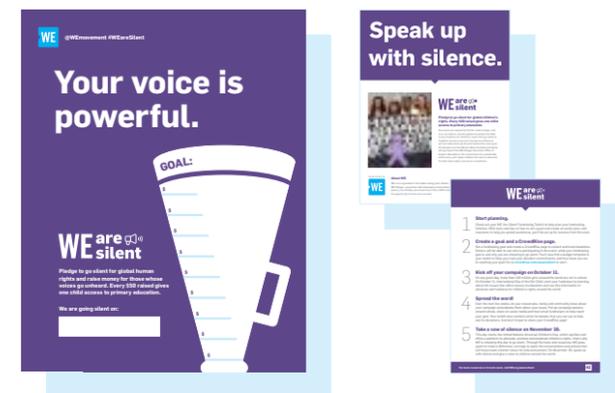
Task	Group Member(s) Responsible
Putting up posters around school	
Posting on social media	
Making school announcements	

What materials will you need? _____



Additional Resources

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



Take Action

1. Create a donation page.

By creating your own CrowdRise 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 page to track their donations.

Go to [WE.org/wearesilent](https://www.ve.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](https://www.ve.org/wearesilent) to download the WE Are Silent event poster.
- Share inspiring stories of social change from [WE.org/westories](https://www.ve.org/westories).
- Use [#WEareSilent](https://www.ve.org/wearesilent) and tag [@WEmovement](https://www.ve.org/wemovement) in all of your WE Are Silent social media posts.

3. It's time to show your solidarity!

On the day of your event, amplify your voice by going silent or speaking up. Show your solidarity for the millions of 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 those whose voices go unheard and whose rights are not upheld.



Reflect and Celebrate

Reflect

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

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

How many people participated in your event? _____

How much money did you raise 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? _____

Celebrate

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

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

Donate

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



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.

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.

AN INITIATIVE OF



MADE POSSIBLE BY



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/metowearartisans](https://www.we.org/stories/metowearartisans) 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.we.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](https://twitter.com/WEareRafikis) and tagging [@WEmovement](https://twitter.com/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.

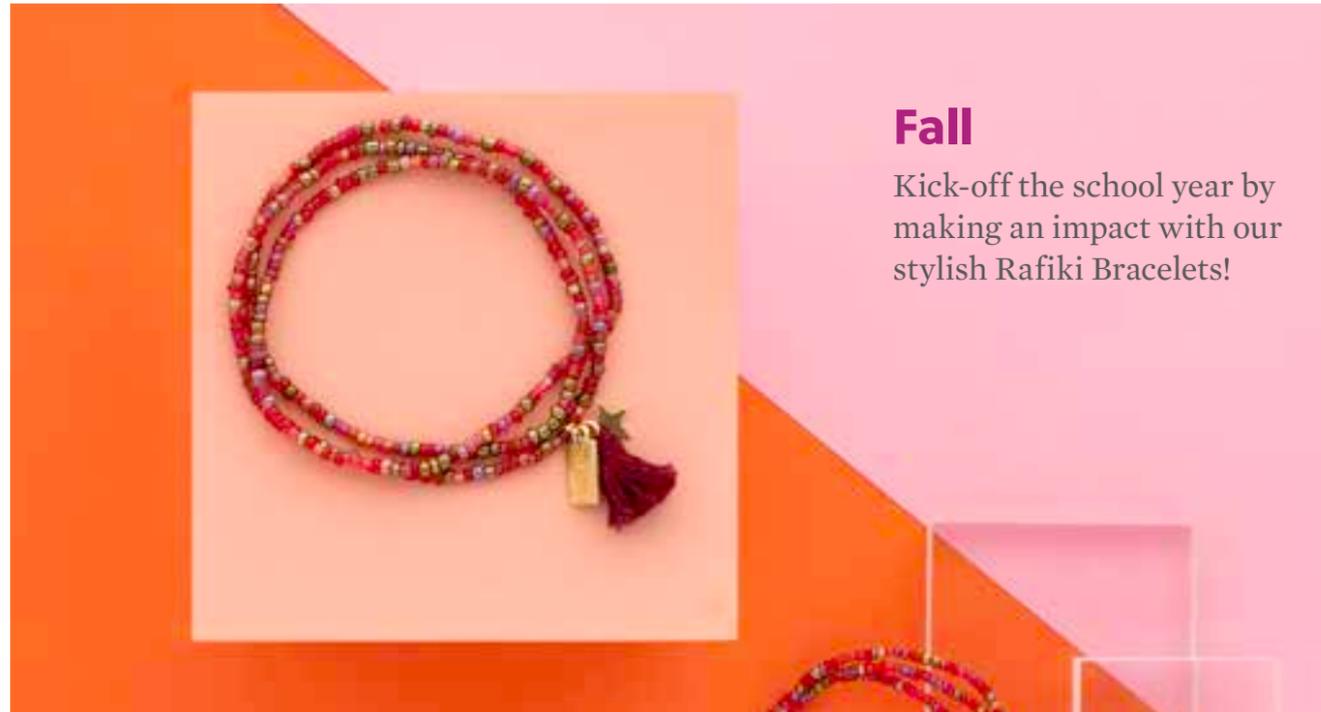


Seasonal Styles

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.wefundraise.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/wearerafikis) 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
				

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 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!



WEwalk for water

Walk to give water to developing communities.



Clean water isn't a luxury. It's a basic human right.

WE's Official One-Day Fundraiser

Clean water opens access to education, health, food and opportunity. But millions of people around the world still lack access to it because of unreliable or distant water sources. Children—especially girls—are often given the daily task of walking to collect water for their families, preventing them from attending school and reducing their future economic opportunities.

Walk to raise awareness about clean water and fundraise for WE Villages! To date, WE Villages has provided more than one million people with access to clean water and sanitation, and we're just getting started. There are still over 840 million people without a basic drinking water service, and we can help change that. For every \$25 raised, one person is given access to clean water for life!

Walk date: May 8, 2020

Sign up: [WE.org/wewalkforwater](https://www.wewalkforwater.org)

**Every \$25 = Clean water
for one person for life**



WE Walk For Water 2019

The campaign kicked off with our WE Walk For Water ambassador, Spencer West, on a press tour across Calgary, Vancouver and Toronto, with celebrity endorsements from Grey's Anatomy star Giacomo Gianniotti helping to champion the cause. Students, participants and media also united everyone and helped spread the message on social media. More than 2,000 schools and groups took part for WE Walk For Water and it's because of them that we were able to impact so many lives!

Over 2,000 schools and groups across Canada, the U.S. and UK came together for WE Walk For Water with 11 WE Schools walk events from Calgary to Toronto, Los Angeles to London. Students learned about the challenges girls and families face in accessing clean water, fundraised for WE Villages Water Pillar and more! And on World Water Day, March 22, WE Schools hosted a live Global Classroom broadcast in Toronto with four schools attending in person and 58 schools from around the world tuning in. Students learned about the challenges girls and families face in accessing clean water and fundraised for WE Villages Water Pillar to support projects such as building latrines in India and community water conservation trainings in Tanzania.

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 WE Walk For Water Classroom Resource at [WE.org/wewalkforwater](https://www.wewalkforwater.org) for lesson plans and ideas about creating an experiential service-learning opportunity about access to clean water.

WE Walk For Water Classroom Resource

Grade	Subject Connection	Learning Goals	Skills Developed
1 to 8	<ul style="list-style-type: none"> Social Studies Science Language Math Health and Physical Education 	<ul style="list-style-type: none"> Develop an understanding of water as a human right. Learn how the water crisis is affecting people and communities around the world. 	<ul style="list-style-type: none"> Action planning Research and writing Argument formation Organization Reflection Information literacy
9 to 12	<ul style="list-style-type: none"> Science Geography 		<ul style="list-style-type: none"> Critical thinking Leadership skills

Get Ready

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.

- ▶ 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?




Every \$25 raised gives one person clean water for life.

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.

Set Your Goal

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 for life!

What is your fundraising goal? _____

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

WE Walk For Water is on May 8, 2020. Will you be holding your walk on this date? _____

If not, when will yours be? _____

Choose Your Walk		
<p>Classic Walk</p> <ul style="list-style-type: none"> • 5 km • Entire class or school • Carry weights to simulate water walk 	<p>Relay Walk</p> <ul style="list-style-type: none"> • 5 km • Determine the distance breakdown • Carry light weight in a backpack 	<p>Customized Walk</p> <ul style="list-style-type: none"> • Symbolic walk (younger kids or families) • Pick your distance • Decide the weight you will carry

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

Task	Group Member(s) Responsible
Making posters	
Setting up a CrowdRise page	
Posting on social media	

Take Action

1. Create a donation page.

By creating your own CrowdRise 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 page to track their donations.

- ▶ Go to [WE.org/wewalkforwater](https://www.wewalkforwater.org) 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 CrowdRise 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://www.wewalkforwater.org) 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://www.wewalkforwater.org/westories).
- Use [#WEwalkForWater](https://www.wewalkforwater.org) and tag [@WEmovement](https://www.wewalkforwater.org) in all of your WE Walk For Water social media posts.
- Visit [WE.org/wewalkforwater](https://www.wewalkforwater.org) for videos to share on social media.

3. Time to 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.



Reflect and Celebrate

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? _____

Celebrate

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

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

Donate

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



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!

CLEAN WATER ON

Our Goal: _____

Lives Changed (\$25 = 1 life changed): _____

May 10, Walk, Fundraise. Every \$25 gives one person clean water for life.

Track your fundraising progress! Fill in your goals along the side and watch as the water droplet fills up to create life-changing impact.

WEwalk for water

WEwalk for water

10-Step Student Guide

HELP TURN CLEAN WATER ON FOR PEOPLE AROUND THE WORLD

WEwalk for water

Donation Form:

Please print clearly. Full name and mailing address are required for tax receipts.

Participant Name: _____
 Address: _____
 City: _____ Province: _____
 Postal code/ZIP: _____ Tel: _____
 Email: _____

Trackable Tax Receipts:

Date	Amount	Participant Name	Link to Receipt
2014	\$		<input type="checkbox"/> Link <input type="checkbox"/> Print
2014	\$		<input type="checkbox"/> Link <input type="checkbox"/> Print
2014	\$		<input type="checkbox"/> Link <input type="checkbox"/> Print
2014	\$		<input type="checkbox"/> Link <input type="checkbox"/> Print
2014	\$		<input type="checkbox"/> Link <input type="checkbox"/> Print
2014	\$		<input type="checkbox"/> Link <input type="checkbox"/> Print

WE Charity Chicago
 WE Walk for Water 2014
 Chicago, IL, USA

WE | 330 Queen St. E | Toronto, Ontario | M5A 1S9 | Canada | t: 1-416-925-5894 | WE.org

- Available online:**
- Educator Guide
 - Student Handbook
 - Social Media Toolkit
 - Posters
 - Stickers
 - Parent Resource
 - Activity Module
 - Donation Form
 - and more!

The fastest way to help parents earn an income.

Walk. Fundraise. Donate \$25 and give someone clean water for life.

CLEAN WATER ON

WEwalk for water

WE

WE.org