



STUDENT
GUIDE

Dear Change-Maker,

Welcome to the WE Movement. We are so excited that you have joined us, along with your friends, on our shared mission to create positive change in the world.

We know that it sometimes feels like you are the only person who cares, that you are alone in wanting to change all of those things that worry you, like bullying, world hunger, homelessness, poverty, discrimination—the list can seem endless and alone we often can feel powerless. How can I make a difference?

When we started, we were students, just like you. And when we were in school we had some pretty awesome role models who were there to help guide and support us: our teachers. With their help, we were given the courage to overcome some tough times, like when we were both bullied for trying to make an impact on the issues we cared about.

Twenty years ago Craig rallied 11 of his friends to start a small club in his school to take action—he started Free The Children, which has now grown into a movement of young change-makers, a movement of all of us, a movement of WE.

We created WE Schools because we remembered the passion we had as young students and the desire to take real action to make a difference in our world. You want to help. You have great ideas. With the right tools and support, you have the power to end poverty, hunger, gender inequality and so much more. We want to help provide you with the tools we wish we had when we first started.

When it comes to making the world a better place, know that you are not alone. We are here to help and support you on this journey together.

For more information check out WE.org and join us in taking the WE Pledge.

We are stronger together,



Craig Kielburger and Marc Kielburger





WELCOME

TOGETHER WITH YOUR TEACHER,
you will create a Yearlong Action Plan, take a local
and a global action, and submit a Year in Review to share
all of the impacts you have made together and

EARN YOUR TICKET TO WE DAY!

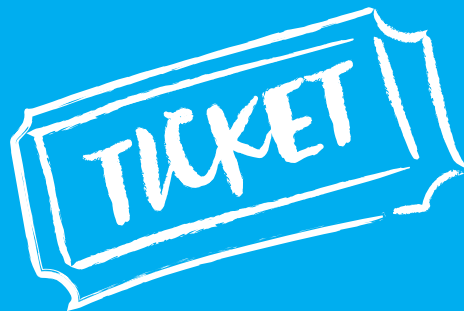


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CONNECT WITH YOUR WE SCHOOLS COORDINATOR

COORDINATOR: _____

EMAIL: _____

PHONE: _____

SKYPE USERNAME: _____

YOUR WE CODE: _____

Using Your Student Guide



THE STUDENT GUIDE AND THE STUDENT YEARBOOK GO TOGETHER LIKE PEANUT BUTTER AND JELLY.

THE STUDENT GUIDE IS A ROADMAP AND A PASSPORT, helping you discover your community in ways you've never seen it before and giving you access to issues in countries thousands of miles away. The Student Guide is intended to help spark ideas and make your next campaign a game-changer, while the Student Yearbook will help you plan your year of action.

Inside you'll find a collection of local and global campaigns for taking action. If you want to dig deeper, ask your teacher about photocopyable resources, lesson plans and extra opportunities to celebrate your actions as a class. In fact, this kit has a whole bunch of extra stuff, like campaign posters, fundraising materials and a USB packed with activities and videos. Ask your teacher about these as you get inspired about your year.

Alright, we know you're probably eager to get cracking, so go ahead and explore the guide for yourself. If you need any help, just check in with your teacher.

Why Take Local Action?



IN 1969, A TEAM OF RESEARCHERS LEFT USED CARS UNATTENDED IN TWO NEIGHBORHOODS. ONE WAS IN A BIG CITY WHERE NEIGHBORS DIDN'T REALLY KNOW EACH OTHER; THE OTHER WAS A TIGHT-KNIT COMMUNITY WHERE THEY DID.

IN THE BIG CITY, the research team didn't have time to set up their cameras before the first vandal struck, and within 48 hours, the car had been stripped of every valuable part and graffitied beyond recognition. In the tight-knit community? Over five days, the only contact with the car was a concerned neighbor shutting the hood to protect the engine from rain. When the researchers came to remove the vehicle, someone called the police to stop the perceived theft.

So what do these cars have to do with your local action? Well, the experiment tells us that in communities where we know and appreciate each other, we're less likely to act destructively and more likely to look out for one another.

When you reach out and take action locally, you remove the boundaries that separate people in your neighborhood. You're not just tackling an issue like hunger or poverty—you're also moving your community from "me" to "we." And that's a game-changer.

Why Take Global Action?



WRITER HENRY MILLER WROTE,

**“ONE’S DESTINATION IS NEVER A PLACE,
BUT RATHER A NEW WAY OF LOOKING AT THINGS.”**

TRUE STORY. By taking action this year, you’re setting out on a global journey. You’re going to learn about the lives of youth in developing communities around the world and discover new points of view. How different is your daily routine from a day in the life of a girl who hikes four miles just to collect the water her family needs to survive?

And maybe learning about situations in other countries will draw your attention to poverty or inequality in your own community. That’s the powerful thing about taking action with a global mindset: you change the world and the world has a chance to change you.

We often think about developing communities as struggling through war, hunger or poverty, but this is only one side of the story. In the midst of poverty, families dream of a better life, work hard to send their children to school and share what they have with others. They each have a story that we can learn from and an important lesson to remember when you’re planning your action.

Stay open to new perspectives, and you’ll learn to plan your actions in a way that truly respects the needs, wants and experiences of the people you’re trying to help.

Why Support WE Villages?



AT 12 YEARS OLD, CRAIG KIELBURGER TEAMED UP WITH A GROUP OF HIS FRIENDS TO FREE CHILDREN FROM LABOR AND EXPLOITATION, AND MAKE THE DREAM OF EDUCATION COME TRUE FOR EVERY CHILD.

THESE TWELVE 12-YEAR-OLDS banded together to create the organization called Free The Children. They began by partnering with communities to build schools and help move kids out of sweatshops and into classrooms.

But in many countries, girls missed out on school because of household chores like fetching water—a task that often took hours and had them bringing back murky water that made them sick. So, Free The Children began building wells near schools and setting up health care programs, allowing girls to fulfill their responsibilities and show up feeling their best. When children missed school to help on their family farms, we launched food security, and income opportunity projects to support local economies and remove all barriers to education. The result? WE Villages: a holistic, sustainable development model!

WE Villages empowers communities to break the cycle of poverty. It connects people from around the world to create positive change and achieve impacts that last. And with your help, there's a whole new generation of youth turning dreams into reality.

What Makes a Sustainable Community?

A **SUSTAINABLE COMMUNITY** is one where families have the knowledge and skills to be self-reliant. The goal of WE Villages is to do just that. Through five Pillars of Impact, we implement a holistic, sustainable development model so that communities can lift themselves out of poverty and never have to rely on charity again.



EDUCATION

When children are equipped with the tools they need to succeed in school, they can focus on aiming for A's and building a better future for their families and communities.

- ▶ 1,000+ school rooms have been built, giving more than 200,000 children access to education.



WATER

Providing communities with access to clean water means girls get to dream big too and soak up the benefits of education rather than bearing the responsibility of fetching water from distant sources. Families can keep themselves healthy and run successful and sustainable farms.

- ▶ More than one million people have been provided with clean water and sanitation.



FOOD

Chew on this: if female farmers had the same resources as male farmers, up to 150 million more people would be fed. That's bananas! We teamed up with PotashCorp, founding sponsor of our Food Pillar, to share a lesson package. Ask your teacher about downloading food security lesson plans from WE.org/weschools/educator-resources.

- ▶ 15 million nutritious meals have been produced by farmers engaged in our agriculture programs.



HEALTH

When children are healthy, they're less likely to miss school or drop out. And when parents are free of illness, family businesses are more likely to thrive.

- ▶ \$25 million in medical supplies has provided more than one million people with health care.



OPPORTUNITY

With workshops on running financially successful farms and small businesses, families have what they need to be self-sustaining. Parents can also discover new skills and invest in their children's futures.

- ▶ 30,000+ women have empowered themselves with financial independence through our programs.

READY TO BEGIN?

Great! Let's get going!

STEP 1

Connect to a country.



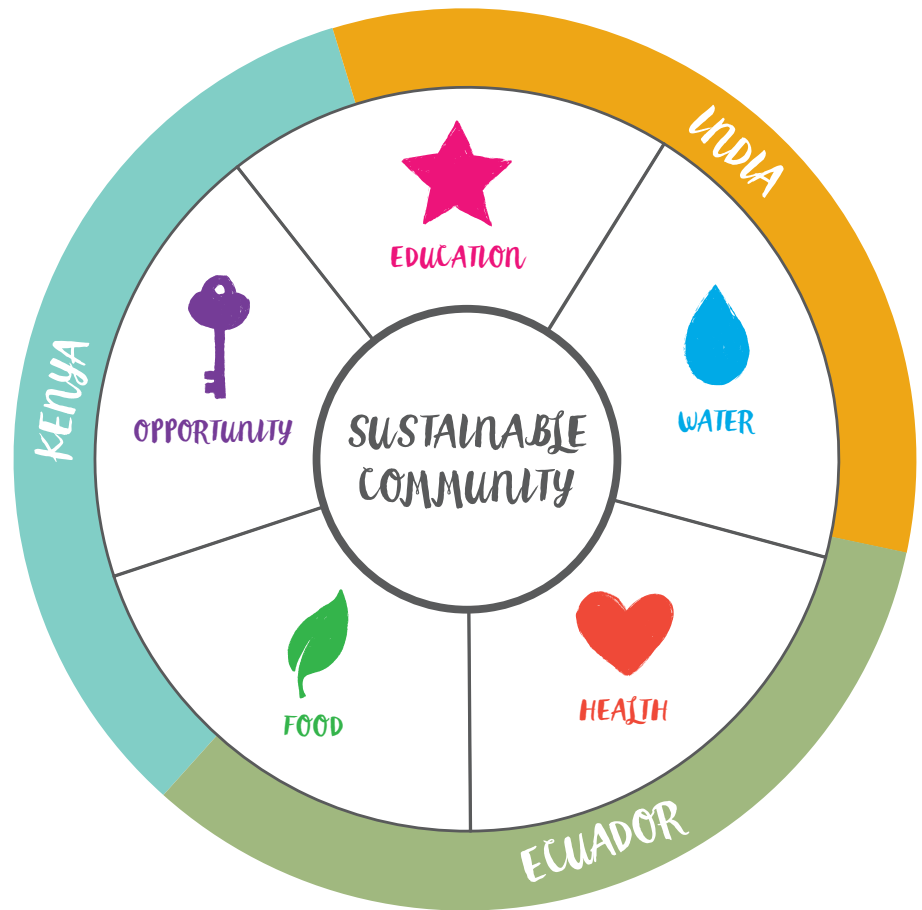
STEP 2

Connect to a Pillar of Impact.



STEP 3

Start fundraising!



WHAT'S YOUR GOAL?

For a WE Villages partner community, \$1,000 means one year of primary school education for an entire classroom, water for life for a class of students, health and income opportunity workshops for a women's group, or one year of nutritious meals for a whole school room. Pretty awesome, huh?

WANT TO DO MORE?

Raised enough funds for one Pillar of Impact just on your first campaign? That's amazing! You're a fundraising master so keep up the good work and move on to the next one. Keep going until you've supported all five WE Villages Pillars of Impact.

By supporting all five Pillars of Impact, you and your team can provide an entire school with the resources it needs to educate and empower change-makers across the world.

And then we become many voices coming together to change the world.

Types of Action

VOLUNTEERING

Volunteering means giving your time to a cause you care about. This could mean staying within your neighborhood and helping out locally or crossing the ocean to help a community in another country.

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

SUGGESTED CAMPAIGN: [WE Volunteer Now](#)

AWARENESS-RAISING

Awareness-raising involves focusing the attention of others on a cause or issue in the world. Regardless of the action you take, the objective is to increase others' understanding.

EXAMPLE: Movie night. Hold a screening of your favorite documentary on an issue close to your heart and have a discussion afterward to find out how much everyone learned.

SUGGESTED CAMPAIGN: [WE Won't Rest](#)

FUNDRAISING

Fundraising involves collecting donations of money from individuals, businesses, charitable foundations or government agencies.

EXAMPLE: Coin drive. Little things add up to big things! Ask friends and family to donate their loose change for a cause you care about.

SUGGESTED CAMPAIGN: [WE Create Change](#)

MATERIAL SUPPORT

Material support involves collecting donations 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 food items for your neighborhood food bank.

SUGGESTED CAMPAIGN: [WE Scare Hunger](#)

BEHAVIORAL CHANGE

Behavioral change involves turning bad habits or routines into positive ones. This could be anything from cutting down shower time to refusing to use plastic bags or bottles.

EXAMPLE: Take a pledge to reduce your negative impacts on the Earth and boost your positive ones, by packing no-waste lunches or walking to school instead of driving.

SUGGESTED CAMPAIGN: [WE Take Charge](#)

ADVOCACY

Advocacy involves rallying your government or other institutions to make systemic or policy changes to something you see as an injustice in the world, your country or your community.

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

SUGGESTED CAMPAIGN: [WE Are One](#)



INTRODUCTION TO SKILLS

On the next few pages, you'll find info on some essential skills to help you during your year of action. Ask your teacher to run some of the activities related to the skills so that you feel more confident and prepared to take on your upcoming campaigns and change the world.

SKILLS:



Skill Spotlight



AN INITIATIVE OF



MADE POSSIBLE BY



Microsoft is committed to helping mobilize students as a force for empowerment and inclusion—locally and globally. By applying technology to the WE Schools program, students will have the ability to achieve more for themselves and for their communities.

Technology for Social Good

WHY IS LEARNING TO CREATE AND USE TECHNOLOGY IMPORTANT?

Most of us interact with technology every day, and for the most part, this has made our lives easier. Just think about what the world was like without cellphones or the Internet! But without the knowledge of how these things work, we can't enjoy the full benefits they offer. Teaching students not only how to use technology, but also how to create it, can help them become innovators and drivers of growth and opportunity in their communities.

HOW CAN TECHNOLOGY HELP YOU CHANGE THE WORLD?

Technology empowers social good and helps us all achieve more. Whether it be a tool for collaboration and organization, or a platform for social innovation, technology can be applied to any cause or issue to do more good.

THREE WAYS TO CHANGE THE WORLD USING TECHNOLOGY:

1

ORGANIZE AND COLLABORATE USING MICROSOFT ONENOTE

Use OneNote at school to capture thoughts, ideas and to-do's. It's the perfect tool to collaborate as a group, organize your WE Schools campaigns and plan your year of action. Hop on office.com/students to start using Office 365 in your classroom. Educators can also make all of the lesson plans available on OneNote.

2

COMMUNICATE AND SHARE WITH THE HELP OF MICROSOFT PRODUCTS

Office 365, Sway and Skype can help you throughout your year of action as you organize, advertise and execute your action plans. Use Sway to create and share interactive presentations about your action campaigns.

3

INNOVATE AND DEVELOP SOLUTIONS

Microsoft YouthSpark gives you the tools and training to create solutions to the social problems you're passionate about. By learning coding and computer science, you can use your imagination, passion and technology skills to solve the world's toughest challenges. Learn more at microsoft.com/youthsparkhub.

Skill Spotlight



AN INITIATIVE OF



Financial Literacy

WHAT IS FINANCIAL LITERACY?

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

WHY IS FINANCIAL LITERACY IMPORTANT?

Developing financial literacy at a young age can help you later in life. Knowing how money works—how to earn, save, spend and give—will help you make smarter decisions about how to manage your money and realize your goals.

HOW CAN FINANCIAL LITERACY HELP YOU CHANGE THE WORLD?

When you know about money, you understand that while some people have a lot of it, others have very little. After saving and paying for basic necessities like food and rent, sometimes the best thing to do is give or fundraise for a cause you're passionate about. When you are financially literate, you know how to budget your money so that there is always something left over to help others.

THREE WAYS TO DEVELOP AND USE FINANCIAL LITERACY:

1

LEARN THROUGH IT ALL ADDS UP

It All Adds Up is a resource to help you learn about personal finance and financial literacy. With the right tools and a little courage, you will be empowered to make sound financial decisions that make an impact on your life, your community and the world. Ask your teacher to run the It All Adds Up lesson plan package located online at [WE.org/weschools/educator-resources](https://www.we.org/weschools/educator-resources).

2

CREATE A SAVINGS PLAN

Saving might not be easy at first, but as you see your money grow, you'll also see rewards. You could be saving for a new bike, or a bigger dream like college tuition. Whatever it is you have in mind, it's important to set a goal and stick to it. You can also give back by making socially conscious purchases and finding brands that give back for you.

3

BUILD A BUDGET

Whether you've just received some birthday cash or you've landed your first part-time job, you probably have some thoughts about how you'd like to spend your money. Before blowing it all away, think about other things you could do with it, like save or give. Consider practicing these skills by creating a budget for your next campaign.

Local Campaigns

When you decide to take action on an issue, knowing where to start can be a challenge. That's why we've set you up with six local action campaigns that you can customize to suit your needs.

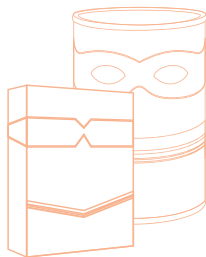


**WE
TAKE
CHARGE**

When young people take charge at school, the future gets brighter! Take a pledge to boost your positive impacts on the environment and dial back your negative ones.

FEATURED MONTH: **SEPTEMBER** ALTERNATE MONTH: **APRIL**

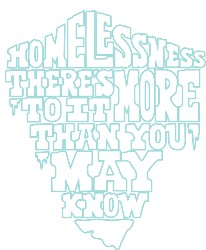
Made possible by Unilever.



**WE
SCARE
HUNGER**

Hunger can be terrifying. But when we join together and collect cans of food, we get to scare it away and help keep families safe from hunger.

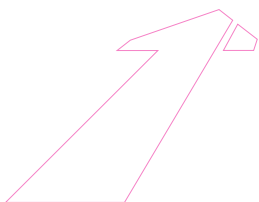
FEATURED MONTH: **NOVEMBER** ALTERNATE MONTH: **MAY**



**WE
WON'T
REST**

Raise awareness, squash stereotypes and challenge misconceptions about homelessness. Then, connect with a local shelter or organization working in your community.

FEATURED MONTH: **DECEMBER** ALTERNATE MONTH: **OCTOBER**



**WE
ARE
ONE**

Learn about the experiences of people with disabilities and use technology to present an idea for making your community more accessible.

FEATURED MONTH: **JANUARY** ALTERNATE MONTH: **MARCH**

Made possible by Microsoft.

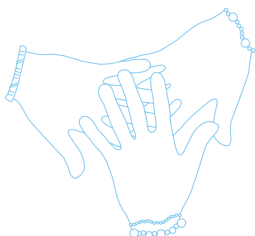


**WE
ARE
LOVE**

WE Are Love is a kindness campaign for making sure everyone feels the love, no matter who they are or how they look.

FEATURED MONTH: **FEBRUARY** ALTERNATE MONTH: **NOVEMBER**

Made possible by Walgreens.



**WE
VOLUNTEER
NOW**

Volunteering brings out the good in people. Rally your classmates to tackle issues like poverty and homelessness in your community.

FEATURED MONTH: **APRIL** ALTERNATE MONTH: **DECEMBER**

Made possible by The Allstate Foundation.

Global Campaigns

Learning about the issues facing the world beyond your own community can enrich your life and provide you with new perspectives. That's why we're equipping you with four global action campaigns that can help you connect with people across the world.



**WE
CREATE
CHANGE**

Start digging around in your couch cushions; this campaign's going to need your loose change. Get your class together and collect coins for communities overseas.

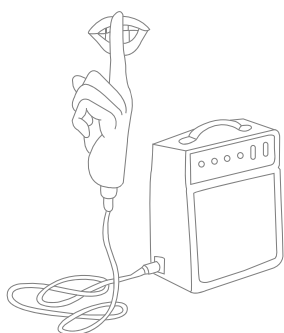
FEATURED MONTH: **OCTOBER**



**WE
ARE
RAFIKIS**

In Swahili, *rafiki* means friend. By selling beaded Rafiki Bracelets, you can help a Kenyan artisan create a better future for herself and her family.

FEATURED MONTH: **DECEMBER** ALTERNATE MONTH: **MAY**



**WE
ARE
SILENT**

Sometimes silence speaks volumes. This March, take a vow of silence to show support for kids whose voices are drowned out by issues like lack of access to education.

FEATURED MONTH: **MARCH** ALTERNATE MONTH: **FEBRUARY**



**WE
STEP
UP**

Energize your classmates with a fundraiser that gets you all moving. Step up and show the world how your moves can start a movement.

FEATURED MONTH: **MAY** ALTERNATE MONTH: **MARCH**

Made possible by Target.

TAKE WEEKLY PLEDGES TO LIVE SUSTAINABLY BY REDUCING
NEGATIVE IMPACTS ON THE ENVIRONMENT, BOOSTING POSITIVE
ONES AND HELPING YOUR SCHOOL GO GREEN.

WE TAKE CHARGE

AN INITIATIVE OF



MADE POSSIBLE BY



Unilever is passionate about building a sustainable future by encouraging you to adopt a more environmentally sustainable lifestyle. As a sponsor of WE Day and a supporter of WE Schools, Unilever is inspiring you and other youth across Canada and the United States to create positive change on a global scale.

WHEN YOU TAKE CHARGE, THE FUTURE GETS BRIGHTER.

WE TAKE CHARGE

Every choice you make today gives you a chance to decrease negative impacts on the planet and take positive impacts to the next level. That's huge. For a month, take weekly pledges to shake up your daily routine with new ways to go green and live sustainably. Track actions and add up your impacts to show the world that when young leaders take charge, the future gets brighter—and greener.



WE DAY APP CHALLENGE

GO GREEN!

This week get to where you're going the #wetakecharge way. We want you to bike, walk, skateboard, rollerblade, teleport... Snap a pic of you with your green mode of transport & track on the app.

Ways to Take Action

Here are some ideas for boosting your impact through WE Take Charge:

- ▶ Create a pledge wall or mural where each participant can write down their pledge on a piece of paper and add them to a design like a tree or a planet.
- ▶ Use the pledge boosters on the WE Take Charge pledge tracking sheet (**Student Yearbook**, p. 25) to increase the impact of your pledges.

- ▶ Approach your school administration or school board about adopting new policies for going green.

When Robert Gray Elementary School learned that there is a massive patch of garbage floating in the Pacific Ocean, they decided to take action. They appealed to their school's food services team to swap the wasteful plastic cutlery for reusable tableware. Read their story at WE.org/wetakecharge.



THE BRIGHTFUTURE AWARD

Throughout the 2016-2017 school year, enter to win a Unilever brightFuture Award! This award is for young leaders who are taking steps to make an impact in their community and are committed to living sustainably. Award winners will get the chance to spend a week at Take Action Camp in Arizona. Connect with your WE Schools Coordinator or visit WE.org/wetakecharge for more information.

CAMPAIGN RESOURCES

- ▶ Action-planning guide (**Student Yearbook**, p. 20)
- ▶ Educator-led Exploring Issues activity (**Educator's Guide**, p. 30) and Community Mapping activity (**Student Yearbook**, p. 10, and **Educator's Guide**, p. 32) for learning more about environmental issues and finding ways for your school to go green
- ▶ Educator-led lesson activities for going deeper into WE Take Charge (WE.org/weschools/educator-resources)
- ▶ WE Take Charge campaign poster for spreading the word (see campaign posters)
- ▶ WE Take Charge pledge tracker for staying on top of pledges (**Student Yearbook**, p. 25)

THE MOST IMPORTANT THING IS TO MAKE IT YOUR OWN.

Plan your own campaign from start to finish with the WE Take Charge action-planning activity on **page 20** of the Student Yearbook.



GLOBALLY
WE PRODUCED
1.9 BILLION
TONS OF WASTE IN 2007 –

27% CAME FROM HIGH-INCOME
COUNTRIES

LEARN MORE ABOUT THE ISSUES AT WE.ORG/EXPLORINGISSUES
LEARN HOW TO TAKE ACTION AT WE.ORG/WETAKECHARGE

#WETAKECHARGE

COLLECT COINS TO CREATE CHANGE FOR
DEVELOPING COMMUNITIES THROUGH
FREE THE CHILDREN'S WE VILLAGES.



WE CREATE CHANGE

AN INITIATIVE OF



THE LITTLE THINGS ADD UP.

Sometimes the smallest change can create the biggest impact. Collect coins with WE Create Change, and your small change could help families in developing communities make big change for the next generation through Free The Children's WE Villages.



WE DAY APP CHALLENGE
**SMALL CHANGE,
BIG IMPACT**

Someday WE will make clean water accessible for everyone. As agents of change, it's our mission to make these dreams come to life! What actions are you & your friends taking this month to raise awareness for clean water access? Share it with us on the WE Day app!

Ways to Take Action

Here are some ideas for boosting your impact through WE Create Change:

- ▶ Place WE Create Change collection containers in every classroom of the school or ask supportive local businesses to keep one near the checkout counter.
- ▶ Hold special events like movie nights and student vs. teacher dodgeball tournaments and request coin donations as admission.
- ▶ Organize a coin collection showdown. Have each homeroom decorate a jumbo collection container and keep it in the foyer. Homerooms compete to collect the greatest amount of change in silver coins, but bills can be put in competing teams' containers to count against their total.



The students of Queen Mary Elementary kicked off their WE Create Change campaign with a school assembly where students from the leadership team performed a skit about the impact of providing access to education and clean water for children. Read their story at WE.org/wecreatechange.

CAMPAIGN RESOURCES

- ▶ Action-planning guide (**Student Yearbook**, p. 26)
- ▶ Educator-led Exploring Issues activity (**Educator's Guide**, p. 30) and Issue Compass activity (**Student Yearbook**, p. 12, and **Educator's Guide**, p. 34) for learning about and choosing a global issue to take action on
- ▶ Educator-led lesson activities for going deeper into WE Create Change or your chosen WE Villages Pillar of Impact (WE.org/weschools/educator-resources)
- ▶ WE Create Change campaign poster for spreading the word (see campaign posters)
- ▶ WE Create Change campaign video to help you get your school on board (see USB)
- ▶ WE Create Change stickers you can attach to collection jars and containers (**Student Yearbook**, p. 31)

THE MOST IMPORTANT THING IS TO MAKE IT YOUR OWN.

Plan your own campaign from start to finish with the WE Create Change action-planning activity on **page 26** of the Student Yearbook.





Poor Water & Sanitation

IN DEVELOPING COUNTRIES

costs the world

\$260

BILLION



EVERY YEAR

LEARN MORE ABOUT THE ISSUES AT [WE.ORG/EXPLORINGISSUES](https://we.org/exploringissues)
LEARN HOW TO TAKE ACTION AT [WE.ORG/WECREATECHANGE](https://we.org/wecreatechange)

#WECREATECHANGE

TRICK-OR-TREAT FOR CANNED GOODS ON
HALLOWEEN OR PLAN A FOOD DRIVE TO
SUPPORT YOUR LOCAL FOOD BANK.



WE SCARE HUNGER

AN INITIATIVE OF



NO ONE SHOULD HAVE TO GO HUNGRY.

WE SCARE HUNGER

Hunger is a supervillain who makes life harder for more than 48 million Americans every year. For a kid struggling with hunger, one meal could mean the difference between having the energy to succeed in school and failing a test, or between staying healthy and getting sick. Collect food for your local food bank to make sure everyone in your community can stand up to hunger.

**SHOUT
OUT!**

Our friend Dr. Jonathan White started this campaign back in 1988 when he got his friends together to trick-or-treat for non-perishable food. Back then he called it "Halloween for Hunger." The event grew year after year into a movement involving thousands of schools across North America.



WE DAY APP CHALLENGE
**SCARING
HUNGER AWAY**

DYK that 1 in 6 children face hunger every year? That's 1 million kids who aren't sure when their next meal will be. Let's help make sure that there are healthy meals for everyone! Take action with #wescarehunger by donating 1 non-perishable food item to your local food drive (or more!). Tell us how much you collected & post a pic of the item(s) you'll be donating!

Ways to Take Action

Here are some ideas for boosting your impact through WE Scare Hunger:

- ▶ Collect food as individual homerooms and hold a competition to see who can bring in the most.
- ▶ Hold a month-long food drive AND go trick-or-treating for canned food instead of doing just one. Double the impact!
- ▶ Get school clubs, sports teams and teachers to agree to take on dares if you hit different food collection goals. Shaving heads? Camping on the school lawn? Your call!

Michael A. Riffel High School's annual food drive kicked off with one moustache-shaving dare five years ago and grew into a school-wide movement that brought in 27,000 pounds of food last year. Read their story at WE.org/wescarehunger.



CAMPAIGN RESOURCES

- ▶ Action-planning guide (Student Yearbook, p. 32)
- ▶ Educator-led Exploring Issues activity (Educator's Guide, p. 30) and Community Mapping activity (Student Yearbook, p. 10, and Educator's Guide, p. 32) for learning more about hunger and other local issues
- ▶ Educator-led lesson activities for going deeper into WE Scare Hunger (WE.org/weschools/educator-resources)
- ▶ WE Scare Hunger campaign poster for spreading the word (see campaign posters)
- ▶ WE Scare Hunger campaign video to help you get your school on board (see USB)
- ▶ WE Scare Hunger campaign cards for requesting food donations from your school and community (Student Yearbook, p. 36)

THE MOST IMPORTANT THING IS TO MAKE IT YOUR OWN.

Plan your own campaign from start to finish with the WE Scare Hunger action-planning activity on page 32 of the Student Yearbook.



FOOD SECURITY
HAS BEEN LINKED WITH
ANEMIA, ASTHMA,
DELAYED DEVELOPMENT
AND
LEARNING DIFFICULTIES
IN CHILDREN

LEARN MORE ABOUT THE ISSUES AT [WE.ORG/EXPLORINGISSUES](https://we.org/exploringissues)
LEARN HOW TO TAKE ACTION AT [WE.ORG/WESCAREHUNGER](https://we.org/wescarehunger)

#WESCAREHUNGER

SHARE DAILY FACTS TO BUST MYTHS AND SHED LIGHT ON THE REALITIES OF HOMELESSNESS AND THEN GET IN TOUCH WITH A LOCAL SHELTER TO TAKE ACTION.

WE WON'T REST

AN INITIATIVE OF



EVERYONE SHOULD HAVE A PLACE TO CALL HOME.

WE WON'T REST

At [WE.org/wewontrest](https://www.wewontrest.org) you'll find facts about homelessness in America, some extra info about the issues surrounding the stat and discussion questions that you can share on social media to bust myths and spread awareness. Then connect with a local shelter or organization working in your community to find out how you can help.

WE DAY APP CHALLENGE
**LET'S FIGHT
HOMELESSNESS**

Homelessness is a national issue and we need to take action. Whether it's by donating non-perishable foods or helping out at a soup kitchen, we can all take action. Share 1 way you're going to help the homeless on the WE Day app!

Ways to Take Action

Here are some ideas for boosting your impact through WE Won't Rest:

- ▶ Have every homeroom put aside 10 minutes every morning to read daily facts and talk through the discussion questions.
- ▶ Get in touch with a homelessness service organization or shelter in your neighborhood. Hold a five-day drive to collect the clothing or care items they need most.

- ▶ Spend a day making healthy bagged lunches for an organization that serves the homeless in your community, and find a way to personalize each one.

The youth at Operation Progress decided to help homeless women living in downtown LA by making bagged lunches for the Downtown Women's Center. To make sure their message of positivity came through loud and clear, students packed each lunch with an encouraging message for whoever opened it. Read their story at WE.org/wewontrest.



CAMPAIGN RESOURCES

- ▶ Action-planning guide (*Student Yearbook*, p. 38)
- ▶ Educator-led Exploring Issues activity (*Educator's Guide*, p. 30) and Community Mapping activity (*Student Yearbook*, p. 10, and *Educator's Guide*, p. 32) for learning more about homelessness and other local issues.
- ▶ Educator-led lesson activities for going deeper into WE Won't Rest (WE.org/weschools/educator-resources)
- ▶ WE Won't Rest campaign poster for spreading the word (see campaign posters)
- ▶ 5 daily facts to bust myths and shed light on the realities of homelessness (*Student Yearbook*, p. 43)
- ▶ Discussion questions and research backgrounders (available at WE.org/wewontrest starting in November)

THE MOST IMPORTANT THING IS TO MAKE IT YOUR OWN.

Plan your own campaign from start to finish with the WE Won't Rest action-planning activity on **page 38** of the *Student Yearbook*.



23 % OF PEOPLE
EXPERIENCING
HOMELESSNESS



LEARN MORE ABOUT THE ISSUES AT [WE.ORG/EXPLORINGISSUES](https://we.org/exploringissues)
LEARN HOW TO TAKE ACTION AT [WE.ORG/WEWONTREST](https://we.org/we wont rest)

#WEWONTREST

SELL HANDMADE RAFIKI BRACELETS TO HELP KENYAN ARTISANS
EARN A LIVING, AND RAISE FUNDS FOR COMMUNITY-LED DEVELOPMENT
PROJECTS THROUGH FREE THE CHILDREN'S WE VILLAGES.



WE ARE RAFIKIS

AN INITIATIVE OF



IN SWAHILI, *RAFIKI* = FRIEND.

WE ARE RAFIKIS

Being a friend to the world means making sure everyone gets the opportunity to lead the life they want. Fundraise by selling handmade Rafiki Bracelets to help Kenyan artisans earn money for themselves and their families so they can send their children to school and take charge of their future. For every Rafiki Bracelet you sell, five dollars goes toward your WE Villages project.



WE DAY APP CHALLENGE

**WE ARE
RAFIKIS**

This is a great hack that's guaranteed to make your WE Are Rafikis fundraiser a success! In order to make your fundraising goal (or beyond!), you gotta make sure EVERYONE knows about it! Start spreading the word today by sharing the info for your Rafiki fundraiser to 10 of your friends! Report back to us on the app when you're done!

Getting Your Rafiki Bracelets

Kick off your campaign with a starter kit of Rafiki Bracelets, available at WE Day and online at WE.org/wearerafikis. Then, place your bulk order with ME to WE online or using the order form stored on your USB.

BUY A STARTER KIT

To get your campaign started, buy your WE Are Rafikis Fundraising Starter Kits at WE Day or online at WE.org/wearerafikis. You can have your starter kit shipped to your school or held for pick up at WE Day.

ORDER FROM US ONLINE

Once you have received your starter kit and taken down pre-orders from your school, place a custom order for all the Rafikis you need for your school at WE.org/wearerafikis or print and mail in the WE Are Rafikis order form stored on your USB.



CAMPAIGN RESOURCES

- ▶ Action-planning guide (*Student Yearbook*, p. 44)
- ▶ Educator-led Exploring Issues activity (*Educator's Guide*, p. 30) and Issue Compass activity (*Student Yearbook*, p. 12, and *Educator's Guide*, p. 34) for learning about and choosing a global issue to take action on
- ▶ Educator-led lesson activities for going deeper into WE Are Rafikis or your chosen WE Villages Pillar of Impact (WE.org/weschools/educator-resources)
- ▶ WE Are Rafikis Fundraising Starter Kits available at WE.org/wearerafikis
- ▶ WE Are Rafikis bulk order form for ordering your school's Rafiki Bracelets (see USB)
- ▶ WE Are Rafikis campaign poster for spreading the word (see campaign posters)
- ▶ WE Are Rafikis campaign video to help you get your school on board (see USB)
- ▶ WE Are Rafikis pre-order cards for taking orders from students in your school (*Student Yearbook*, p. 49)

THE MOST IMPORTANT THING IS TO MAKE IT YOUR OWN.

Plan your own campaign from start to finish with the WE Are Rafikis action-planning activity on **page 44** of the *Student Yearbook*.



Studies Show
THAT WHEN **WOMEN**
gain **ACCESS** to
EQUITABLE EMPLOYMENT,
ENTIRE ECONOMIES GROW

LEARN MORE ABOUT THE ISSUES AT [WE.ORG/EXPLORINGISSUES](https://we.org/exploringissues)
LEARN HOW TO TAKE ACTION AT [WE.ORG/WEARERAFIKIS](https://we.org/wearerafikis)

#WEARERAFIKIS

LEARN ABOUT THE EXPERIENCES OF PEOPLE WITH DISABILITIES,
THEN USE TECHNOLOGY TO MAKE YOUR SCHOOL
OR COMMUNITY MORE ACCESSIBLE.

WE ARE ONE

AN INITIATIVE OF



MADE POSSIBLE BY



Microsoft and WE Schools have partnered to help empower you with technology skills for social good. Using Microsoft products, you will organize and collaborate, and communicate and share your ideas with your group. Through the WE Are One campaign, you will learn about the experiences of people with disabilities, then use technology to innovate and develop solutions to make your school or community more inclusive.

IT'S UP TO ALL OF US TOGETHER.

WE
ARE
ONE

We can all do more to make our community a place where everyone feels welcome. Let's learn how—together. Then present an idea for making your school or community a more accessible place for everyone.



To learn more about taking action with this campaign, visit [WE.org/weareone](https://www.weareone.org).



MAKE HANDWRITTEN CARDS FOR EVERY STUDENT IN YOUR SCHOOL TO ENSURE EVERYONE FEELS LOVED AND APPRECIATED.

WE
ARE
LOVE

AN INITIATIVE OF



MADE POSSIBLE BY

Walgreens
at the corner of **happy & healthy**

Through their We Impact Lives platform, Walgreens champions your right to be happy and healthy. Through WE Are Love, a WE Schools action campaign, Walgreens wants to inspire you to demonstrate gratitude in your schools and at home. Walgreens has also partnered with ME to WE to give health care to families in developing communities with every Health Rafiki sold.

ALL YOU NEED IS LOVE.

WE ARE LOVE

Sometimes it seems like there's not enough love to go 'round. Flip the script and make an impact with handwritten cards that share the love with every student in your school. Then look for ways your school can show appreciation for people who get overlooked in your community. Because the world could always use a little more love.

WE DAY APP CHALLENGE
LOVE
SHOUT-OUTS

Let's show our peeps some love today! Post a shout-out to a friend on social, sharing 1 thing you admire about them. Include the hashtag #wearelove & report back to us on the app!

Ways to Take Action

Here are some ideas for boosting your impact through WE Are Love:

- ▶ Ask your school for help. Let people know when and where you'll be making cards and what supplies they'll need to bring to help out. Go beyond your school community and make cards to bring to a local hospital for patients who are away from their family and friends.
- ▶ Make a love or appreciation wall where your school can post their love and kindness messages to each other.

- ▶ Make gratitude part of your school's culture by launching from WE Are Love into a yearlong campaign promoting random acts of kindness.

From handing out flowers and thank you cards to taping quarters on vending machines, students at Toppenish High School made gestures of gratitude and generosity an integral part of their school. Read their story at WE.org/wearelove.



CAMPAIGN RESOURCES

- ▶ Action-planning guide (Student Yearbook, p. 50)
- ▶ Educator-led lesson activities for going deeper into WE Are Love (WE.org/weschools/educator-resources)
- ▶ WE Are Love campaign poster for spreading the word (see campaign posters)
- ▶ WE Are Love print-outs for designing your cards (Student Yearbook, p. 55)

THE MOST IMPORTANT THING IS TO MAKE IT YOUR OWN.

Plan your own campaign from start to finish with the WE Are Love action-planning activity on page 50 of the Student Yearbook.

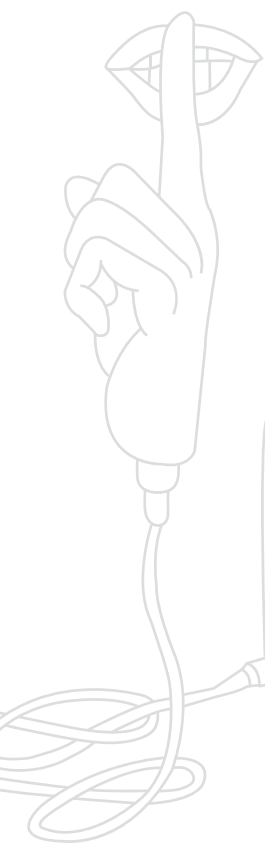


Kindness & compassion
ARE LINKED TO
 IMPROVED
HEALTH 
IN BOTH
givers & receivers

LEARN HOW TO TAKE ACTION AT [WE.ORG/WEARELOVE](https://we.org/wearelove)

#WEARELOVE

PLAN A DAY OF SILENCE TO RAISE MONEY AND
AWARENESS FOR CHILDREN WHOSE VOICES GO UNHEARD.



WE ARE SILENT

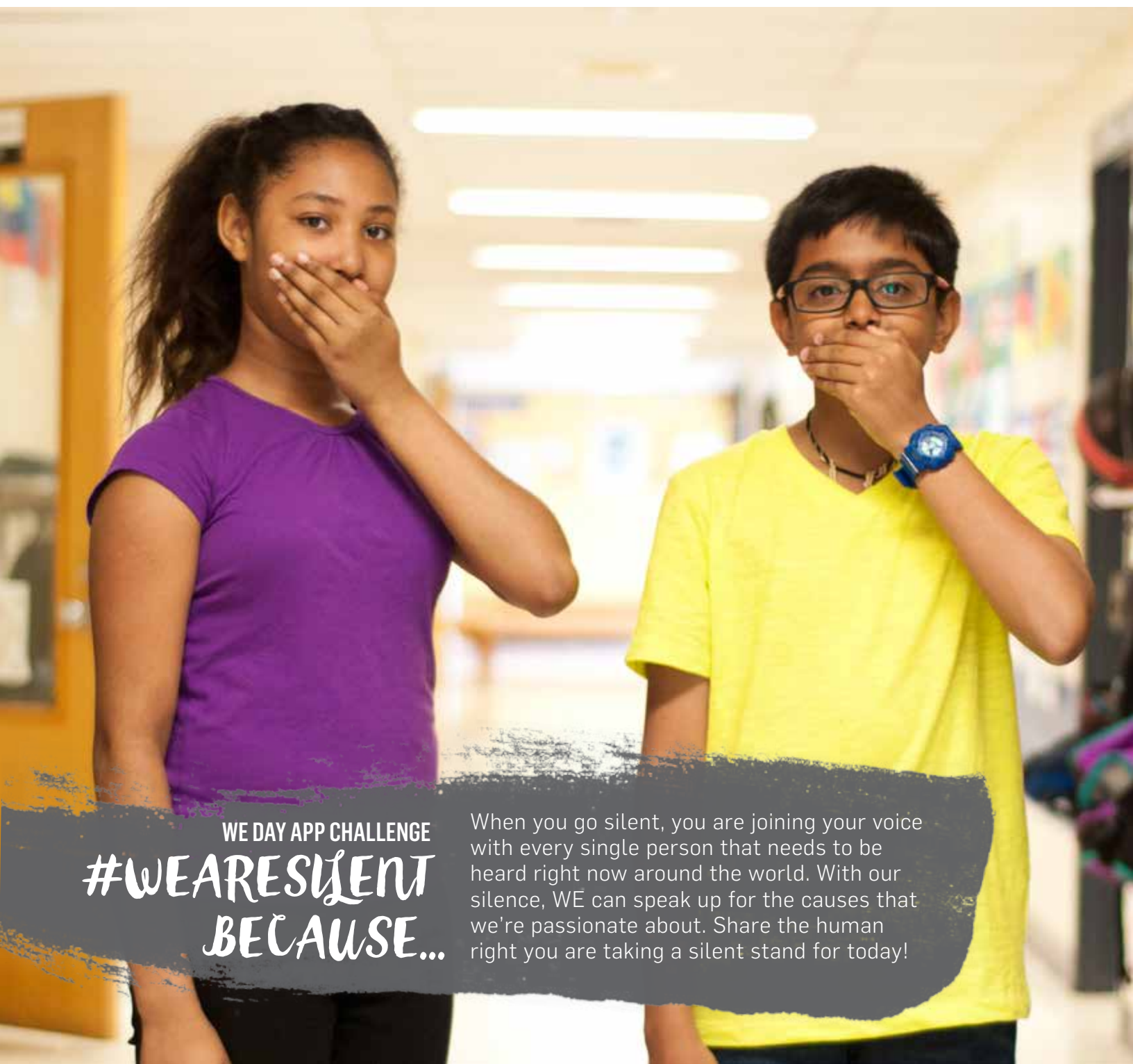
AN INITIATIVE OF



THEIR VOICES MATTER. YOUR VOICE MATTERS. HOW WILL YOU USE IT?

WE ARE SILENT

Issues like child labor, child soldiers, and access to water and education drown out the voices of youth across the globe. Take a vow of silence for a day to help you understand what it's like to have your voice go unheard. Collect pledges for every hour you go silent to fundraise for children's rights through Free The Children's WE Villages.



WE DAY APP CHALLENGE
#WEARESILENT
BECAUSE...

When you go silent, you are joining your voice with every single person that needs to be heard right now around the world. With our silence, WE can speak up for the causes that we're passionate about. Share the human right you are taking a silent stand for today!

Ways to Take Action

Here are some ideas for boosting your impact through WE Are Silent:

- ▶ Do a silence relay. Schedule different classrooms to go silent for different periods.
- ▶ Go silent with your group for the full day, but coordinate with your school to have every student in your school go silent together for a short period.

- ▶ Get permission to do a blackboard/whiteboard raid. Stay after school to write facts about your issue on the boards in every classroom the day before your campaign.

Learn how high school student Isabella Orozco-Madison and her group did a whiteboard raid and got classmates talking about global issues. Read their story at WE.org/wearesilent.



CAMPAIGN RESOURCES

- ▶ Action-planning guide (**Student Yearbook**, p. 56)
- ▶ Personalized WE Are Silent fundraising webpages (contact your WE Schools Coordinator)
- ▶ Educator-led Exploring Issues activity (**Educator's Guide**, p. 30) and Issue Compass activity (**Student Yearbook**, p. 12, and **Educator's Guide**, p. 34) for learning about and choosing a global issue to take action on
- ▶ Educator-led lesson activities for going deeper into WE Are Silent or your chosen WE Villages Pillar of Impact (WE.org/weschools/educator-resources)
- ▶ WE Are Silent campaign poster for spreading the word (see campaign posters)
- ▶ WE Are Silent campaign video to help you get your school on board (see USB)
- ▶ WE Are Silent cards for explaining your campaign when you go silent for the day (**Student Yearbook**, p. 60)

THE MOST IMPORTANT THING IS TO MAKE IT YOUR OWN.

Plan your own campaign from start to finish with the WE Are Silent action-planning activity on **page 56** of the Student Yearbook.



171 MILLION PEOPLE

COULD BE LIFTED
OUT OF **POVERTY**



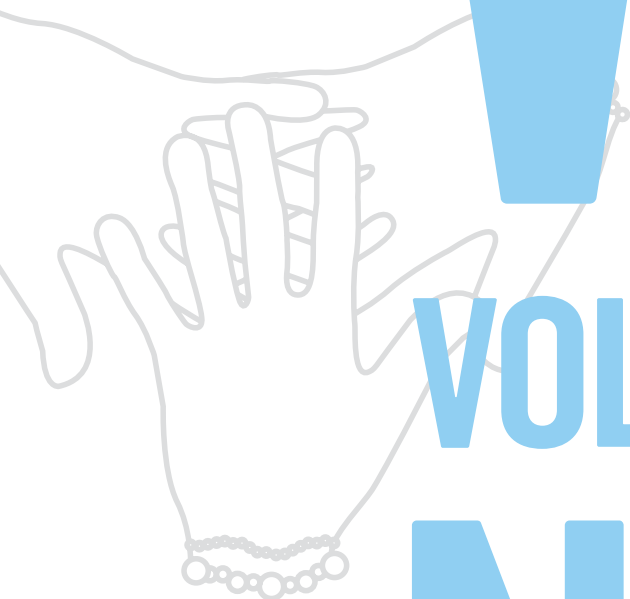
if **ALL STUDENTS** *in*
LOW-INCOME **COUNTRIES** *HAD*
BASIC READING SKILLS

LEARN MORE ABOUT THE ISSUES AT [WE.ORG/EXPLORINGISSUES](https://we.org/exploringissues)
LEARN HOW TO TAKE ACTION AT [WE.ORG/WEARESILENT](https://we.org/wearesilent)

#WEARESILENT

CONNECT WITH A CAUSE OR PASSION, THEN RALLY
YOUR COMMUNITY AND VOLUNTEER WITH PURPOSE.

WE VOLUNTEER NOW



AN INITIATIVE OF



MADE POSSIBLE BY



The Allstate Foundation believes that when young people are empowered with the knowledge, skills and resources to be leaders, they can change our world for the better and create healthier, stronger and safer communities. That's why The Allstate Foundation has teamed up with WE Day and WE Schools—to bring you service-learning curriculum and WE Volunteer Now.

IF YOU WANT TO PLAN AN EPIC GOOD DEED, YOU NEED A TEAM.

WE VOLUNTEER NOW

We can bust big issues when we all pull together and take action. That's what volunteering is all about: coming together to take action and bring out the good in our communities.



WE DAY APP CHALLENGE VOLUNTEER POWER HOUR

Change-makers! Are you up for a high-speed volunteer challenge? WE dare you to give 1 hour of your time today to a local action. Make sure to track your hour on the WE Day app, whether it be helping out your teacher after school or sorting books at your local library. Ready to go? You have 60 minutes...starting...NOW!

Ways to Take Action

Here are some ideas for boosting your impact through WE Volunteer Now:

- ▶ Organize a week of activities at a local seniors' center to engage with and learn from the elders in the community.
- ▶ Spend a week raising awareness about safe driving in your neighborhood.

- ▶ Organize a peace march in your community along with an awareness week to take a stand for safer streets and homes.

Students at Taft High School are volunteering their time as community peacemakers. They have been working on establishing a relationship between youth and the police department in their city. Read their story at WE.org/wevolunteernow.



WE VOLUNTEER NOW GRANT

For the 2016-2017 school year, you can apply to receive a WE Volunteer Now grant! With the support of The Allstate Foundation, WE Day will award 500 grants of \$250 to schools and youth-serving organizations that participate in WE Volunteer Now. Connect with your WE Schools Coordinator or visit WE.org/wevolunteernow for more information.

CAMPAIGN RESOURCES

- ▶ Action-planning guide (**Student Yearbook**, p. 62)
- ▶ Educator-led Exploring Issues activity (**Educator's Guide**, p. 30) and Community Mapping activity (**Student Yearbook**, p. 10, and **Educator's Guide**, p. 32) for learning more about local issues to take action on
- ▶ Educator-led lesson activities for going deeper into WE Volunteer Now (WE.org/weschools/educator-resources)
- ▶ WE Volunteer Now campaign poster for spreading the word (see campaign posters)
- ▶ WE Volunteer Now M.V.P. cards for getting to know your team (**Student Yearbook**, p. 67)
- ▶ WE Volunteer Now lesson package, available online at WE.org/weschools/educator-resources

THE MOST IMPORTANT THING IS TO MAKE IT YOUR OWN.

Plan your own campaign from start to finish with the WE Volunteer Now action-planning activity on **page 62** of the Student Yearbook.





youth

WHO VOLUNTEER

ARE MORE LIKELY TO

DO WELL IN SCHOOL,

GRADUATE

AND VOTE



LEARN HOW TO TAKE ACTION AT [WE.ORG/WEVOLUNTEERNOW](https://we.org/wevolunteernow)

[#WEVOLUNTEERNOW](https://we.org/wevolunteernow)

PLAN A WALKATHON, DANCEATHON OR SPORTS TOURNAMENT TO
RAISE MONEY FOR SUSTAINABLE DEVELOPMENT PROJECTS
THROUGH FREE THE CHILDREN'S WE VILLAGES.



WE STEP UP

AN INITIATIVE OF



MADE POSSIBLE BY



Target is committed to inspiring you and your family to eat healthy and be active. As a sponsor of WE Day and WE Schools in Minnesota, Target is challenging you and other youth to overcome barriers to physical fitness, and reach and celebrate small victories every day.

YOUR MOVES CAN START A MOVEMENT.

WE STEP UP

We know you've got moves. World-changing moves. Moves that get people on their feet. Get your group together and get active with a danceathon, walkathon or sports tournament to fundraise for families in developing communities through WE Villages. Step up and show the world how your moves can start a movement.



WE DAY APP CHALLENGE
**TUNES TO CHANGE
THE WORLD**

Sometimes all you need is the right tune to get that extra pep in your step! Have you created a playlist for your [#westepup](#) event yet? Now's the time! Share your song recommendations & create a mix of your very own.

Ways to Take Action

Here are some ways you can take action through WE Step Up:

- Organize rival teams to drum up publicity for a sports tournament: students versus teachers, volleyball team versus football team, seniors versus juniors, and more!
- Don't just make it a danceathon—make it a dance-off, with prizes for best routine, best costumes and most fundraised.

- Host a water walk to a local water source to put yourselves in the shoes of families who have to travel long distances to carry water home on foot.

The students of Hillcrest High School held a “Walk for Water” to raise awareness for global water issues and fundraise to build a water tank in rural Ecuador. They filled 20 water cooler jugs at their local river and carried them three miles back to their school. Read their story at WE.org/westepup.



CAMPAIGN RESOURCES

- Action-planning guide (**Student Yearbook**, p. 68)
- Personalized WE Villages fundraising webpages (contact your WE Schools Coordinator)
- Educator-led Exploring Issues activity (**Educator's Guide**, p. 30) and Issue Compass activity (**Student Yearbook**, p. 12, and **Educator's Guide**, p. 34) for learning about and choosing a global issue to take action on
- Educator-led group activities for going in-depth on global issues through WE Step Up (WE.org/weschools/educator-resources)
- WE Step Up campaign poster for spreading the word (see campaign posters)
- WE Step Up “Admit One” tickets for your event (**Student Yearbook**, p. 73)

THE MOST IMPORTANT THING IS TO MAKE IT YOUR OWN.

Plan your own campaign from start to finish with the WE Step Up action-planning activity on **page 68** of the Student Yearbook.



REDUCING THE DISTANCE
TO CLEAN WATER *by* JUST

15 MINUTES
can

INCREASE **GIRLS'**
SCHOOL ATTENDANCE

by up to **12**%
 

LEARN MORE ABOUT THE ISSUES AT [WE.ORG/EXPLORINGISSUES](https://we.org/exploringissues)
LEARN HOW TO TAKE ACTION AT [WE.ORG/WESTEPUP](https://we.org/westepup)

#WESTEPUP

Other Ways to Take Action

TOP 5 AWARENESS RAISERS

1. Sidewalk Chalk Party

Make the sidewalk your canvas. This is a fun and inexpensive way to bring people together. On a warm and sunny day, gather your friends in front of your school and make a big, colorful statement for a cause important to you. Draw or write your heart out, expressing your inner artist. Is it back-to-school season? Make your cause about the importance of diversity as a way of welcoming new students and staff.

2. Pancake Breakfast

Coordinate volunteers to bring ingredients and run preparation stations for mixing batter, frying pancakes and ladling syrup. Be ready to explain the issue you're raising awareness for so your hungry classmates are not just well fed, but well informed!

3. School Assembly

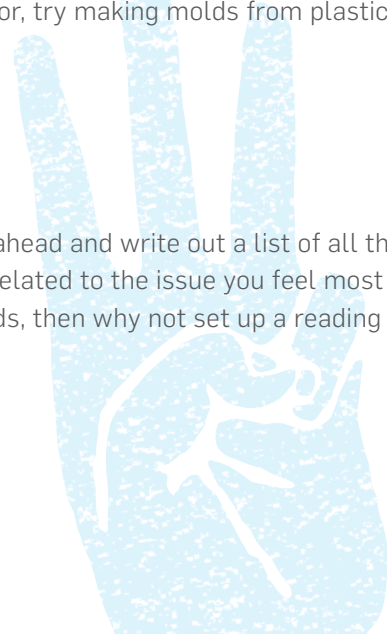
A school assembly is an ideal time to get the attention of your entire school and raise awareness about an issue you care about. Rally a group of friends who share in your cause and prepare a speech or presentation. Not a fan of speaking in front of a large group of people? Don't sweat it! Try filming a short public service announcement beforehand that you can play on the big day.

4. Art Show

Sometimes, art speaks louder than words. Use your creative talents for good and organize an art exhibition that highlights an issue close to your heart. Are you a photographer and an environmentalist? Perfect. Capture the beauty of nature through your unique lens. Or if you're a sculptor, try making molds from plastic bags or other recyclable materials.

5. Read-a-thon

For this one, you'll want to set start and finish dates. Then, go ahead and write out a list of all the books you want to read in that time. Tie your event to a cause by listing books related to the issue you feel most passionate about. If your school has younger grades or students with special needs, then why not set up a reading buddy system to promote literacy and mentorship?



TOP 5 FUNDRAISERS

1. Car Wash

Spring is the perfect time to make a splash! Decorate colorful "CAR WASH" signs and set up buckets, sponges, soap and water in a spot where loads of drivers will see you. Let your customers know what their donation is for. Fundraising to help build a school overseas? Explain how education can create opportunities for young people in developing communities.

2. Yard Sale

Don't know what to do with your old clothes, books and toys? Why not organize a yard sale at your school? Remember, one person's trash is another person's treasure! Bring in items you want to get rid of, tie your event to a cause and be sure to educate your customers on what you're fundraising for.

3. Silent Auction

No sales experience needed here! With silent auctions, prizes speak for themselves. Ask local businesses to donate items and they'll not only get free advertising, but also help those who need it most. Want to take it a step further? Link your theme to your cause. If you're fundraising for food security, try getting restaurants and grocery stores to donate gift certificates.

4. Winter Market

Warm your hearts for the winter season by selling cozy items for a good cause! Find the talented knitters at your school or ask local businesses to donate hats, scarves and warm clothing that you can sell. Sweeten things up with homemade gingerbread cookies, hot chocolate and other treats. Or add color and aroma by selling poinsettias and scented candles.

5. Fun Fair

Kick off a new year with a day full of fun. Have students donate new or lightly used toys and prizes and set up different games and attractions—ring toss, a hula hoop competition, face painting and bowling are just some ideas. On the day of the fair, accept donations of money or other useful items (canned food, clothing, etc.) in exchange for tickets to play.



WE ARE SOCIAL!

FOLLOW US!



#weday | #weschool

MADE POSSIBLE IN MINNESOTA BY



Allstate
Foundation



OTTO
BREMER
TRUST