



WE is a movement that brings people together and gives them the tools to change the world. With WE Charity, we empower domestic and international change. With ME to WE, we create socially conscious products and experiences. Join us as we shift the world's outlook from "me" to "we."



About Us

WHO WE ARE



WE is a movement dedicated to change at home, abroad and within each and every one of us.



We empower change with resources that create sustainable impact. We do this through domestic programs like WE Schools and internationally through Free The Children's WE Villages.



We create socially conscious products and experiences that allow people to do good through their everyday choices. Half of all ME to WE profit is donated to support WE Charity, while the other half is reinvested into the social enterprise.



WE Schools is reigniting the fundamental purposes of education: moving students to want to learn, preparing them with the life skills to better the world and empowering them to forge their own paths to success. With experiential service-learning, educators have the tools to revitalize their class so students can further their core curricular learning and gain an understanding of the root causes of pressing issues around them.



WE Day is the manifestation of the WE Movement—an ocean of people coming together to create impact. In these stadium-sized events, we celebrate the everyday change-makers and inspire real people who are making a difference all around the world.



Free The Children's WE Villages has engineered an international development model to end poverty. It works. It's proven. It's scalable. It's not a handout, or a single solution, but a combination of key interventions that empower a community to help themselves. In developing countries, our local staff work with rural communities and regional governments to support, teach and empower them with our five Pillars of Impact: Education, Water, Health, Food and Opportunity.



What's Inside

CONGRATULATIONS! If you're reading this, you've begun your journey as a change-maker and you're ready to guide youth to do the same. This year's WE Schools Kit includes resources to help your group during their year of action. On the next few pages, we've provided an overview of all kit materials, as well as our recommendations for how to navigate them.



EDUCATOR'S GUIDE

The Educator's Guide is your roadmap to the WE Schools Kit and overall program. It will walk you through the program philosophy, educational outcomes, campaign calendar, free resource library and extended program offerings. This book is designed specifically for educators.



STUDENT GUIDE

The Student Guide offers a list of campaigns to help your group discover and take action on local and global issues. Have your group flip through it and get to know the campaigns they'll be running throughout the year. This book is designed specifically for students.



STUDENT YEARBOOK

The Student Yearbook should be handed over directly to your students. It contains hands-on activities for helping youth discover the issues that matter to them and pages for your group to record their progress as agents of change. Fill in the pages and at the end of the year, look back through all the amazing work you did as a team.



BROADCAST BOOK

The Broadcast Book is your guide to the WE Day broadcast special stored on your USB. Inside you'll find descriptions of select vignettes and accompanying lesson activities to run with your group.



AP® WITH WE SERVICE BROCHURE

The AP® with WE Service Brochure includes everything you need to know about an exciting pilot program that engages students with service-based learning activities to strengthen their understanding of AP® course content and skills.





ISSUE CARDS

You'll notice that the Educator's Guide has an Exploring Issues activity on page 30 to help your students become whizzes on a variety of local and global issues. To run this activity, you're going to need the issue cards featured in your WE Schools Kit. On them you'll find a summary of the issue, statistics and questions to help stimulate a group discussion.



USB

Plug in your USB and you'll find the WE Day broadcast special, educational resources, videos and more. You can find a detailed guide to the USB on page 14 of the Educator's Guide.



RAFIKI BRACELET

We've included a sample Rafiki Bracelet as a tool for fundraising. Order more using the Rafiki Order Form stored on your USB, and start taking action with the WE Are Rafikis campaign on page 38 of the Student Guide.



I AM WE STICKERS

These stickers can be used to help advertise your campaigns or the work your group does throughout the year. Use them to motivate or rally people in your school and create a sense of community.



CAMPAIGN POSTERS

When you're organizing fundraising or awareness-raising campaigns, you're going to need posters to advertise your event or cause. In your kit, you'll find two copies of each campaign poster that your group can easily tack to a bulletin board or tape up in hallways around your school.



ADDITIONAL POSTERS

You can never have too many posters! That's why, in addition to the campaign posters, we've included posters for your team meetings to get your group excited and inspired about their year of action.



How to Use the Kit

STEP 1: Watch the WE Day broadcast special stored on your USB and **TAKE THE WE PLEDGE**.



HOW TO TAKE THE WE PLEDGE

Together we can unleash the power of positive impact, and it all starts with your commitment to making the world a better place! When you take the WE Pledge on **WE.org**, you're making the promise to live every day to the fullest by taking action, helping others and making a difference. Living WE means that no dream is too big! If you have a world-changing idea, deepen your knowledge and find creative ways to make it happen.



STEP 2: Read the Educator's Guide.

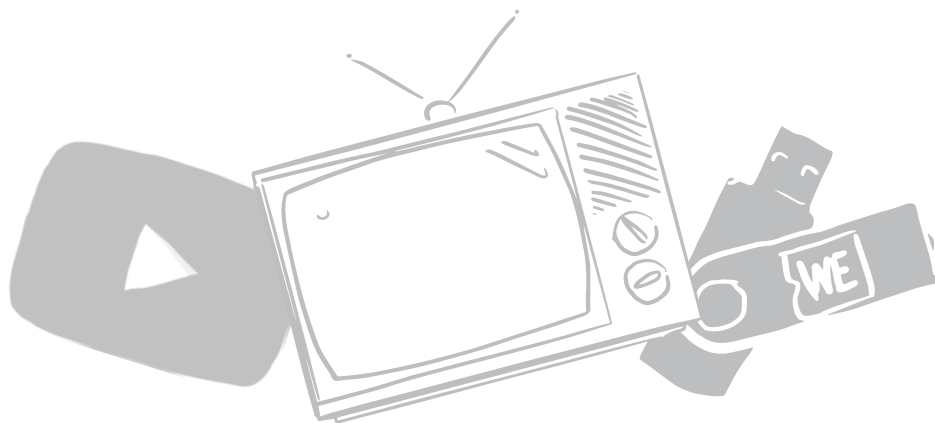
STEP 3: Have your group read the Student Guide.

STEP 4: With your group, plan your year of action using the campaign calendar on page 50 of the Educator's Guide and page 14 of the Student Yearbook.

STEP 5: Once you're ready to start taking action, have your group record their progress in the Student Yearbook.

STEP 6: Check out the additional resources stored on your USB.

NOTE: Don't forget to use the posters and fundraising materials for your campaigns!





I PLEDGE TO LIVE WE BY
MAKING A DIFFERENCE EVERY DAY.

WE KNOW THAT CHANGE STARTS WITH EACH
OF US AND THAT TOGETHER, WE WILL
CHANGE THE WORLD.

JOIN THE MOVEMENT!
Take the WE Pledge at WE.org.

WE ARE SOCIAL!

FOLLOW US!



#weday | #weschool

