

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



MADE POSSIBLE BY

STAPLES
Make More Happen

Staples Canada and WE have partnered to empower Canadians to make a difference in the world. By fundraising with Rafiki Bracelets or purchasing a ME to WE product at Staples, you are helping to change the world by making a positive impact in a developing community.

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 with a starter kit of Rafiki Bracelets, available at Staples or WE Day. Then, place your bulk order with ME to WE online or using the order form stored on your USB.

BUY A STARTER KIT

The quickest way to get your campaign started is to purchase a WE Are Rafikis Fundraising Starter Kit from your local Staples store. While supplies last, you'll also receive a \$10 Staples gift card with every starter kit purchase.

Alternatively, purchase your WE Are Rafikis Fundraising Starter Kit from WE Day or order them online at WE.org/wearerafikis to be picked 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. If you need a quick and convenient way to top up on Rafikis, you can purchase more starter kits from your local Staples store.



CAMPAIGN RESOURCES

- ▶ Action-planning guide (*Student Yearbook*, p. 34)
- ▶ 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 Staples stores and on 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. 39)

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 34** 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

WE ARE RAFIKIS

**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.**

CAMPAIGN SKILLS:



Checklist

☐ Sign up for the campaign at [WE.org/wearerafikis](https://www.wearerafikis.org).

Who do you need to ask for permission to do this campaign? _____ ☐ Permission received!

Setting Your Goal

► Which WE Villages Pillar of Impact are you fundraising for?

☐ Education ☐ Water ☐ Health ☐ Food ☐ Opportunity

► What is your fundraising goal for this campaign? _____

► How many Rafiki Bracelets would you like to sell? _____

► How many people in your school and community would you like to reach by raising awareness through the campaign?

► When will your campaign start and finish? Start: _____ Finish: _____



Investigate and Learn

Every Rafiki Bracelet makes an impact in three ways: it helps the artisan who made it earn a living and save for the future; it provides a tangible impact, like clean water or school supplies, to a member of a developing community; and it allows you to fundraise for a cause you care about.

Watch the video located at metowe.com/about-us/our-impact/#mamas to hear the artisans who make Rafiki Bracelets tell their stories. Then as a group, read over the webpage and discuss: What does the opportunity to earn an income mean to a woman in a developing Kenyan community? What does she use her earnings for? How does it affect her family?

Next, learn about the impact that each Rafiki Bracelet makes through WE Villages in different developing communities around the world. Visit trackyourimpact.com/#powerful-change to learn about how each Rafiki Bracelet has the potential to change a life. As a group, discuss: What difference can something like school supplies or medicine make in someone's life? How can everyday decisions like where someone shops and what someone buys have a global impact?

Your campaign can also have an impact as a fundraiser for a global cause you care about through WE Villages. Check off three ways you will learn more about your chosen WE Villages Pillar of Impact.

☐ Research the issue at WE.org/exploringissues	☐ Ask your teacher to run lesson activities from WE.org/weschools/educator-resources	☐ Ask your WE Schools Coordinator to present to your school or group
☐ Choose your own: _____	☐ Choose your own: _____	☐ Choose your own: _____

REFLECTION TIME: Seven out of 10 people in the world live on less than \$10 per day. Discuss as a group how each of you would prioritize your budget if you could only spend \$10 every day on rent, food, medicine, education, clothing and other necessities. How would your life be different?



Action Plan



You can buy starter kits from your local Staples or at WE Day. You can also order them online at WE.org/wearerafikis to be shipped to your school or picked up at WE Day. How will you purchase yours?

☐ Buy at Staples ☐ Buy at WE Day ☐ Order online and ship to school ☐ Order online and pick up at WE Day

Next, photocopy or print out additional copies of the WE Are Rafikis pre-order cards on **page 39**. Cut out these cards and keep them on hand for when you start to get orders from people at your school.

Before handing these cards out, discuss how much you would like to charge for each Rafiki Bracelet. The bracelets will cost you \$10 each to order. If you price the bracelets at a higher amount, you will be able to fundraise using the extra money you made from each sale. For every purchase of a Rafiki Bracelet, \$5 will also go toward supporting WE Villages.

How much will you sell each Rafiki for? _____

Discuss the details about the WE Are Rafikis campaign before you start speaking to other students about it. Review the Setting Your Goal section you filled out above and practise explaining the campaign to each other. Take turns asking each other questions and answering basic questions about your campaign.

- | | |
|--|---|
| ☐ What does a Rafiki Bracelet cost? | ☐ Who made these bracelets and how were they made? |
| ☐ How can I place my order? | ☐ How does buying a bracelet make an impact? |
| ☐ How can I get further involved? | ☐ Where can I go to learn more about my impact? |
| ☐ What is ME to WE? | |

Next, discuss how the group can spread awareness about WE Are Rafikis and collect filled-out pre-order cards. Check off three or more ways you will raise awareness about your campaign.

☐ Rafiki Bracelet fashion show	☐ Display sample Rafikis at a table in cafeteria or foyer	☐ Visit classrooms to drop off and pick up pre-order cards
☐ School announcements	☐ Social media	☐ Put up campaign posters (see poster section of kit) or design posters
☐ Choose your own: _____	☐ Choose your own: _____	☐ Choose your own: _____

REFLECTION TIME: How can your group help your customers understand the impact of buying a bracelet? How can we help others feel connected with impacts they make on the lives of people living in other countries? How can a Rafiki Bracelet be a symbol of connection to other people around the world?

Take Action



Once you have taken pre-orders, count the Rafiki Bracelet totals on each pre-order card and add them up.

- ▶ Number of Education Rafiki Bracelets needed: _____
- ▶ Number of Water Rafiki Bracelets needed: _____
- ▶ Number of Health Rafiki Bracelets needed: _____
- ▶ Number of Food Rafiki Bracelets needed: _____
- ▶ Number of Income/Opportunity Rafiki Bracelets needed: _____

There are two ways to place a custom order with specific amounts of each Rafiki Bracelet you need. You can print and mail in the WE Are Rafikis order form stored on your USB (address to: ME to WE Shop, Inc. ME to WE attn: Accounting, 233 Carlton St., Toronto, ON, M5A 2L2), or place your order online at WE.org/wearerafikis.

We recommend ordering a few extras in case people change their minds. Or, pick up some extras by purchasing additional WE Are Rafikis Fundraising Starter Kits at your local Staples store.

Next, brainstorm how you will deliver the bracelets to the people who placed pre-orders. You might choose to have them available for pick-up during pre-scheduled times, when students can also come to purchase additional Rafiki Bracelets. Or you can divide up the task of delivering orders to different classrooms individually.

Use the chart below to record orders that have been delivered and paid for.

Student name	Order paid?	Order delivered?	Student name	Order paid?	Order delivered?

As pre-orders are fulfilled, check your list against the pre-order cards to make sure you don't miss anyone. You can also add new orders and sales to your list if new students make purchases.

REFLECTION TIME: Did you run into any unexpected problems when taking your action?
How did you solve them? How would you plan differently next time?

Report and Celebrate ★ ★ ★ ★ ★

When you're finished your campaign, sit down as a group and record the impacts you've made.

Share your success with WE Are Rafikis by posting photos to social media using [#wearerafikis](#).

- ▶ How many students from your school helped organize the campaign? _____
- ▶ Approximately how many people from your school bought bracelets? _____
- ▶ How many Rafiki Bracelets did you sell? _____
- ▶ What was your final fundraising total? _____
- ▶ How many people did you reach by raising awareness for your issue through your campaign? _____
- ▶ Has your teacher contacted your WE Schools Coordinator about filling out an Impact Report? ☐ Yes / ☐ No

REFLECTION TIME: As a group, discuss the following questions. Make sure each group member gets a chance to speak and that the recorder takes notes on common themes in the answers.

- ☐ How did your group do with its goals? Did you run into any challenges?
- ☐ What was the highlight of the campaign for you? What made it so special?
- ☐ How did the school respond to learning about the impact they were making with each purchase?
- ☐ How can your group encourage your school to continue wearing their Rafiki Bracelets after the campaign?
- ☐ Besides fundraising, what impacts did you make together (e.g., involving your school, spreading awareness, developing skills)?
- ☐ How can you celebrate the impacts your school has made through this campaign (e.g., a Rafiki Bracelet fashion show, an assembly, shout-outs on the morning announcements, an impact report)?

