

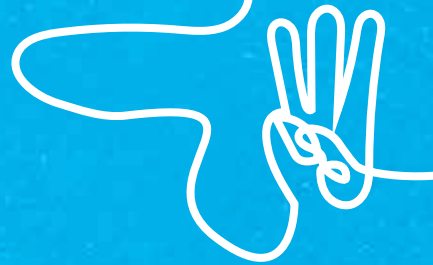
educator's guide

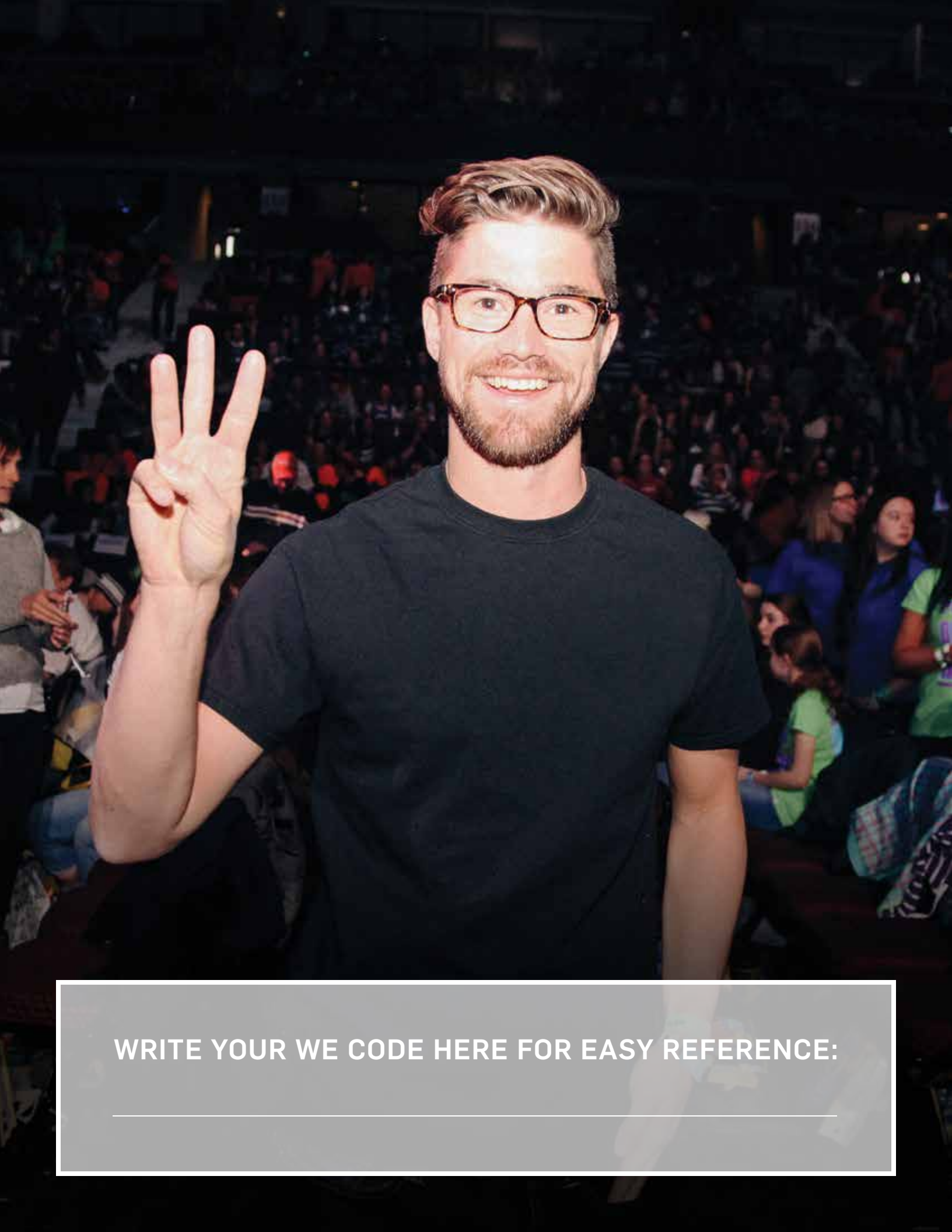
to the

WE SCHOOLS KIT



WWW.WE.ORG





WRITE YOUR WE CODE HERE FOR EASY REFERENCE:

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SECTION 1

**WELCOME TO
THE EDUCATOR'S
GUIDE**



WE CAN
INSPIRED
FIND YOUR VOICE
EMPOWER TOP!



TEACHER TO TEACHER

Dear Educator,

Welcome to your We Schools Kit! Our team is so excited that you have signed up to participate in this year's service-based learning program and we are honoured that you are using it with your students. As a teacher myself, I know the importance that we place on decisions that affect how our students see the world and I truly believe that this commitment to local and global change is one that you won't regret.

When I think about my experience as a teacher over the years, I remember searching for easy-to-implement resources, tools and plans that I could hand over to my students to give them ownership of their learning. I am so proud of this year's program because our team has kept this consideration in mind with every resource created. The local and global booklets, for example, are now workbooks. We can hand these over to our students to fill out as they are taking action and tracking the impacts that they have achieved. There are posters to pin up on our bulletin boards to promote the actions we are taking, lesson plans to use in our classes, and this Educator's Guide to equip teachers like you and me with the tools to help empower our students every step of the way.

I invite you to take some time to go through the entire kit, envisioning how all these resources might support you and your students throughout the year. Be creative in how you approach your year of action, take advantage of the resources that the We Schools Kit has to offer, and if you don't find exactly what you're looking for, please reach out to your Educational Programming Coordinator (EPC). I can tell you from personal experience, they are some of the most incredible and helpful individuals I've ever met!

Thank you so much for all the work you are doing with your students to broaden their perspectives and provide them with a deeper sense of personal responsibility. Your willingness and desire to foster the next generation of global citizens is truly an inspiration! I wish you all the best as you begin this exciting year of social change, and I can't wait to hear all your stories. Stay in touch!

Warmly,



Janna Baer
Ontario Certified Teacher,
Educator Outreach Manager

ABOUT US

WHO WE ARE

At the heart of all our work is the belief that when we act together, we change the world. That belief is driving a movement to shift the world from “me” to “we.” It’s a movement led by a generation that acts with intention and leads with compassion and conviction to improve our local and global communities.

For us, WE is many voices coming together to empower a world where every person has a chance to be heard. WE is embracing adventure, exploring the planet and making choices that have a positive impact on tomorrow. WE is making sure that every action we take is one with purpose, because we know our future is created by what we do today.

Here’s how our three brands work together to help you change the world.



WE DAY is the movement of our time, combining the energy of a live concert with the inspiration of incredible stories of leadership and change. We Day brings together world-renowned speakers and performers with tens of thousands of youth to celebrate the power of service. The best part: students earn their event tickets by taking one local and one global action through We Schools, a year-long educational program that engages, educates and empowers young people to become compassionate leaders and active citizens.



FREE THE CHILDREN is an international charity that partners with developing communities to come up with collaborative solutions that empower families to lift themselves out of poverty. Our holistic, sustainable development model, Adopt a Village, is built on five core pillars that build communities' capacity to meet every child's right to education, water, health care, food and a thriving future.



ME TO WE is a social enterprise that helps people make daily choices that leave the world a better place than they found it. It's more than a brand—it's a philosophy for global change. Donating half of its net proceeds to Free The Children, Me to We offers socially conscious and environmentally friendly clothes and accessories, plus life-changing international volunteer trips, leadership training programs, an inspirational speakers' bureau and books about making positive social change.



WHY PARTICIPATE IN OUR PROGRAM

WHY THE WE SCHOOLS PROGRAM?

It's no coincidence that the Me to We movement started in a classroom. In 1995, one teacher recognized that 12 of his students were excited to learn more about global issues and was willing to go above and beyond to support them. That one teacher's influence 20 years ago helped transform a small group of students into a movement of 2.3 million young people committed to building stronger local and global communities.

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.

The impact of We Schools has been incredible: 14.6 million hours of volunteer service logged, \$45 million raised for charity and 5.6 million pounds of food collected for food banks. Creating change on that scale leaves an impact on students too. Third-party studies of the program show that We Schools participants feel empowered and equipped to lead at school, in their communities and in their future careers.

THE IMPACT OF WE SCHOOLS HAS BEEN INCREDIBLE:

14.6 million hours of
VOLUNTEER
SERVICE

logged

\$45 MILLION

raised
FOR CHARITY

5.6 million pounds
OF FOOD

collected
FOR
FOOD BANKS

MEASURING OUR IMPACT

We believe in measuring the impact of our programs to make sure we're delivering world-class resources. We called in leading social impact consultants from Mission Measurement to help us understand how the We Schools program helps educators empower the next generation of compassionate leaders. Because of our "We Teachers," we are able to see incredible, transformative outcomes in students across North America and the UK.

"We Schools develops students' critical thinking skills, connecting what they are doing in the classroom to the world outside."

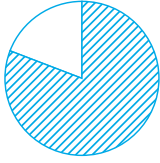
- Educator

"We Schools has made me more resourceful, optimistic and a lot more assertive. I'm really shy but I have ambitious goals."

- Student



WE SCHOOLS TRANSFORMS YOUTH



81% of educators

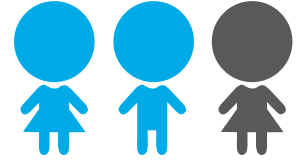
say that We Schools makes their students more likely to take action to improve the lives of others in their own community and abroad.



Youth in the We Schools program are

7x more likely

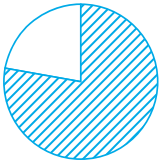
to see themselves as agents of change.



2 in 3 educators

say the We Schools program makes their students more likely to inspire others to solve social problems.

WE SCHOOLS EMPOWERS EDUCATORS



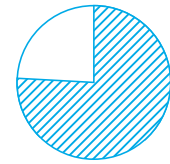
78% of educators

feel more professionally fulfilled because of their involvement with We Schools.



82% of educators

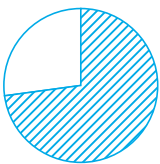
have identified leadership opportunities for their students because of We Schools.



76% of educators

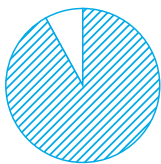
say they fostered a safe and inclusive environment because of We Schools.

WE SCHOOLS PREPARES YOUNG LEADERS



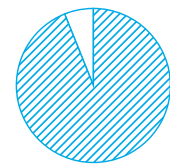
73% of youth

are motivated to go to university because of their involvement with We Schools.



92% of young adult participants

mentioned We Schools achievements on their resume.



94% of students

said employers reacted positively to seeing We Schools involvement on their resume.



SECTION 2

HOW THE PROGRAM WORKS

THE 5 STEPS OF WE SCHOOLS

STEP 1: SIGN UP

Connect with your Educational Programming Coordinator and receive free We Schools resources.

STEP 2: DISCOVER YOUR ISSUE AND DEVELOP YOUR SKILLS

Deepen your students' knowledge and understanding of local and global issues.

STEP 3: TAKE ACTION

Browse campaigns, develop action ideas and plan milestones—then get out there and do it!

STEP 4: RECORD YOUR IMPACT

Update us on your students' progress and tell us about how you made an impact.

STEP 5: SHARE AND CELEBRATE

Reflect as a group and report on your students' learnings and actions. Celebrate your impact.

OUR LEARNING FRAMEWORK

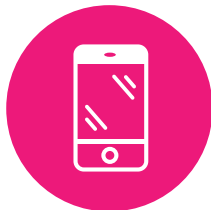
The We Schools program gives young leaders the resources to dive into service learning through the causes that spark their interest. Every resource is structured to provide three key learning outcomes: increased academic engagement, improved university and workplace readiness, and a commitment to active citizenship.

Lesson plans and activities help students focus on these outcomes by developing core skill sets. Look for these icons on page 17 and on educational resources online to find the most relevant skills your students will be developing through the program. You can see the full We Schools Learning Framework online at weday.com/weschools/edresources.

ICONS TO LOOK OUT FOR



ARGUMENT FORMATION



INFORMATION LITERACY



LEADERSHIP SKILLS



ORGANIZATION



ACTION PLANNING



RESEARCH AND WRITING



CRITICAL THINKING



REFLECTION

HOW TO USE THE WORKBOOKS

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, kit materials, campaign calendar, free resource library and extended program offerings. This book is designed specifically for educator use.



THE LOCAL WORKBOOK

The Local Workbook is your group's guide to discovering the issues that affect your community. It contains activities for exploring local issues, how-to guides for taking action and backgrounders on hunger, Aboriginal rights, homelessness and the environment. The best part? You can put it straight into the hands of your students, because all materials are prepared for youth.



THE GLOBAL WORKBOOK

The Global Workbook offers a library of dynamic resources for bringing global issues alive for youth. Designed to be handed over directly to your students, the workbook contains a worksheet activity for helping your group focus on particular issues, campaign how-to guides for taking action and info backgrounders on access to education, clean water, health care, poverty and food security.



Be sure to look out for the photocopy icon throughout the kit so you can share the page with your whole class.

TAKING ACTION WITH OUR CAMPAIGNS

ACTION CAMPAIGNS



When your class decides to take action on an issue, knowing where to start can be a challenge. That's why the Local and Global Workbooks come with nine action campaigns that you can put directly into the hands of your students or customize to suit the needs of your group.

LOCAL CAMPAIGNS

WE TAKE CHARGE

When young people take charge, the future gets brighter. Whether they're riding bikes to school or turning off lights, every action they take today makes for a healthier planet tomorrow.

For the month of September, have your class take a sustainable living pledge to shake up daily routines with new ways to reduce negative impacts and boost positive ones.

Track your class' actions and impacts to show the world that when young leaders take charge, amazing things happen.



WE SCARE HUNGER

No one should ever have to go hungry, but hunger makes life harder for more than 310,000 Canadian children every month. For a student 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.

Get your class together to collect non-perishable food on Halloween and give your local food bank or soup kitchen what they need to send hunger packing.

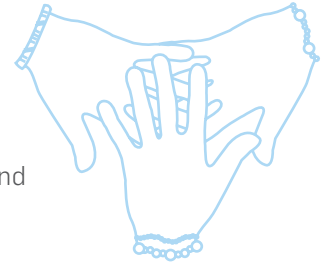


LOCAL CAMPAIGNS CONTINUED

WE VOLUNTEER NOW

If the global population of volunteers formed their own country, it would be the eighth largest country in the world. We can tackle big issues when we all pull together for a good cause.

Encourage your class to plan a week full of volunteer activities in your community and get your whole school on its feet for National Volunteer Week, April 10 to 16, 2016.



WE STAND TOGETHER

Three out of four Canadians believe that Aboriginal Peoples face discrimination in Canada, and yet so many of us are uncomfortable speaking up. Get your students involved in the conversation more Canadians need to be having.

Free The Children is teaming up with the Martin Aboriginal Education Initiative to amplify the discussion on Aboriginal rights, culture and experiences. Sign up to receive 10 daily facts from June 7 to 20 to get your group talking. You can also plan a visit to a local Aboriginal cultural centre or museum for National Aboriginal Day on June 21.

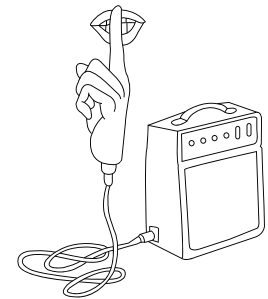


GLOBAL CAMPAIGNS

WE ARE SILENT

Everyone deserves to have their voice heard, but issues like access to education drown out the voices of kids around the world. Have your class take a vow of silence to turn up the volume on the struggles of children fighting for their basic human rights.

Collect pledges for every hour you go silent and raise money for Free The Children's holistic development model, Adopt a Village. Help us empower communities with the resources they need to make sure every child's voice is heard.



WE ARE RAFIKIS

In Swahili, rafiki = friend. And we believe being a friend means making sure others get a chance to live the life they want. Have your class fundraise by selling beaded Rafiki Bracelets to help Kenyan artisans create a better future for themselves and their families.

Every bracelet you sell helps an artisan earn a living, send her children to school and share the power of her skills and traditions with the world. Just sign up, pick the Adopt a Village pillar you want to support and start fundraising with your Rafiki Bracelets!



GLOBAL CAMPAIGNS CONTINUED

WE CREATE CHANGE

Some things don't add up, like why 800 million people are living without access to clean water. But there are other things that don't just add up, they multiply, like the impacts we make when we take action together.

Get your school to collect coins for sustainable development projects overseas and make a world of change for communities looking for the opportunity to thrive.



WE BAKE FOR CHANGE

A pinch of unstoppable? A dash of we've GOT this? What's your class' recipe for making the world a sweeter place?

Get your students together to whip up a batch of something unforgettable. You'll make memories while baking and selling delicious treats to create opportunities for children in developing communities. Because every family should have the ingredients they need for a brighter future.



WE STEP UP

We know your class has some world-changing moves. Get your school on its feet with a big event like a danceathon, walkathon or sports tournament to fundraise for developing communities.

Just pick an Adopt a Village pillar and organize a physical activity as a fundraiser to get your school moving. Collect pledges or admission fees and dance, walk or sprint your way to a better world.





HOPE

← FOR THE →

HOMELESS ♥



SECTION 3

LET'S GET STARTED

5 GOALS FOR YOUR FIRST FEW MEETINGS

Your first meeting is your opportunity to inspire your class or group members to discover a passion for local and global issues.

Every group has different priorities and a different pace for laying the groundwork for a year of action. Here are five tried-and-tested checklist items that can help you make the most of your first get-togethers.



SET UP A SAFE SPACE (20 TO 30 MINUTES)

A successful group has all kinds of participants, from leaders who are quick to speak up to deep thinkers who may not always feel comfortable speaking. You want everyone to feel that their input is valued. We've included a safe space activity on page 23 of this guide to help you lay some ground rules for respectful group participation.



GET TO KNOW YOUR EDUCATIONAL PROGRAMMING COORDINATOR (EPC) (10 TO 15 MINUTES)

Your friendly EPC is here to help make your life easier as you kick off your year and action planning. They can direct you to the best resources for your group's needs, provide creative ideas for actions, answer questions about the program, help you get tickets to We Day and celebrate the impact of your world-changing actions. Set up a Skype call to bring your EPC into the classroom to inspire your students and help kick off an incredible year.



FIND OUT WHAT MAKES YOUR GROUP TICK (30 TO 90 MINUTES)

Every student has a passion that brought them to your group. Check out the Community Mapping exercise on page 26 (60 minutes) and the Issue Compass exercise on page 30 (30 minutes) for activities on assessing students' interests.



SET UP ROLES FOR EACH STUDENT (10 TO 20 MINUTES)

As you find out what motivates your students, you'll get a better sense of the skills and talents they want to contribute to the group. Some initial roles you may wish to assign on a volunteer or vote basis include: meeting facilitator, agenda setter, note taker, vote counter, treasurer and communications coordinator. Other roles like speakers and promoters will emerge as you choose your campaigns.



WATCH A VIDEO (10 MINUTES)

We've loaded up a digital library of how-to videos that can guide you through group basics like running a meeting or engaging the broader student body in your activities. Visit weday.com/change-101 and pick a video to watch together to get your group thinking.



SAFE SPACE

As a We Schools group, it's important to create a space in which everyone feels safe to voice their opinions. As you well know, some students will be more comfortable speaking up and some will be shy, but everyone should feel that their input is welcome. The following questions will help your students create guidelines for the way they interact and make decisions as a group.

Photocopy and hand out the questions below to students. Give them time to write down their individual suggestions, and then lead a group discussion. Write down the answers to the group's goals and have everyone vote and agree on the guidelines. Students can either share their personal development goals with the class or keep them private, whichever they feel more comfortable with.

Educator's note: If you are working with younger children, consider asking the questions to the group directly, rather than having them write their answers down.

CREATING A SAFE SPACE

GROUP GOALS

What can I do to make sure everyone has a chance to speak at our meetings?

What can we do to make everyone feel included in our meetings and events?

How should the group make decisions? (E.g., should we vote on decisions? Does the vote have to be unanimous, or just a majority?)

What is at least one way that I can encourage other members of the group when we face an obstacle?

What would make me feel safe and included in this group?

PERSONAL GOALS

What do I think makes a good leader?

What leadership qualities do I want to develop this year?

Who are some of my personal heroes that I can look to for inspiration?

LOCAL CHECKLIST

The We Schools Kit Local Workbook is your students' guide to issues that affect the local community. It also has materials to help students become involved with our program's local campaigns, providing them with actions they can take to make a difference in their community. Students may use the workbook as a learning resource to take action. The Local Workbook will connect students with:

- Why it is important to take local actions.
- The issues that affect the local community with the Community Mapping exercise. The student worksheet is on page 8 of the Local Workbook and facilitation instructions are located on page 26 of this guide.
- Background information on hunger, Aboriginal issues, homelessness and the environment. To provide students with a deeper level of understanding, issue-based lessons plans for the classroom may be found online at weday.com/weschools/edresources.
- Our local campaigns to help students commit to a local action: We Take Charge, We Scare Hunger, We Volunteer Now and We Stand Together.
- Other ways to take action.



The word
LISTEN
contains
the same letters
as the word
SILENT.
— Alfred Brendel

Student Corner

SOLID WHITE TUNA

THON BLANC ENT

SOUPS
SOUPE

Tuna

COMMUNITY MAPPING

This activity is a hands-on way to get students thinking about the social issues that affect their communities. It's a great way to get a feel for the issues that will keep your students engaged for a year of giving back. On page 8 of the Local Workbook there is a corresponding worksheet where students can make notes and write down responses to reflection questions. There is also a printable PDF online at weday.com/weschools/edresources.

PURPOSE:

Students will learn to identify the issues that affect their community by taking a walk around the neighbourhood and then mapping it out. Finally, they will create a plan to take action and give back to their community.

INSTRUCTIONAL METHOD(S):

Kinesthetic, class discussion, brainstorming, mapping, action planning

DIFFERENTIATED INSTRUCTION:

- ▶ Have students make their own maps, work in groups to create their maps or draw a large-scale map as a class.
- ▶ Select one topic for the class to study as a whole.
- ▶ Assign local issue topics to groups.

MATERIALS:

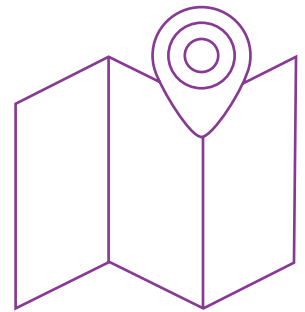
Craft supplies for making a map, notebooks and writing utensils.

ESTIMATED TIME:

60 minutes

STEPS:

1. Ask students if there are any issues such as homelessness, poverty or pollution in their community. How do they know what issues affect their community? Do they see, read or hear about them in the news? Do their parents discuss them at the dinner table?
2. Tell students that the class will be going on a community walk to look for signs of local issues. In preparation, have students brainstorm a list of indicators they might encounter as symptoms of a larger issue (e.g., run-down housing, many soup kitchens in a specific area, excess litter, etc.).
3. Take your students on a community walk. Instruct students to bring a worksheet (see page 9 of the Local Workbook) and a writing utensil.
4. While on the walk, take time to pause and ask students for observations and allow time for note-taking. The point of the community walk is to look for symptoms of problems that are usually ignored, so take enough time for a thorough expedition.



5. Upon return, lead a class discussion. Ask students:
 - a. What was your reaction to seeing the issue? Surprised? Angry? Confused?
 - b. What issue(s) do you think this was a sign of?
 - c. What community programs are in place to help with this issue?
 - d. What more can we do?

6. To help students better understand what they observed on their walk, ask them to draw a community map. Explain that while most maps detail roads, transit routes, highways and waterways, the community map will instead tell the story of what life is like for people living and working in the community.

7. In their map, students should include:
 - a. Community assets—the places that add value to the community, such as libraries, government offices, community centres, religious buildings or schools, as well as public gardens, playgrounds or even a wall mural that brightens up the community.
 - b. Individual assets—skills and gifts held by community members (including the students themselves) such as public speaking, musical talents, drawing skills or event organization.

8. Once students have completed their community maps, have them present them to the class. After all students have presented their maps, highlight the similarities and differences of the maps that show the many obvious and hidden parts of a community. Post the maps in the classroom or in a prominent hallway in the school to share with the school community, but keep them accessible for future reference.

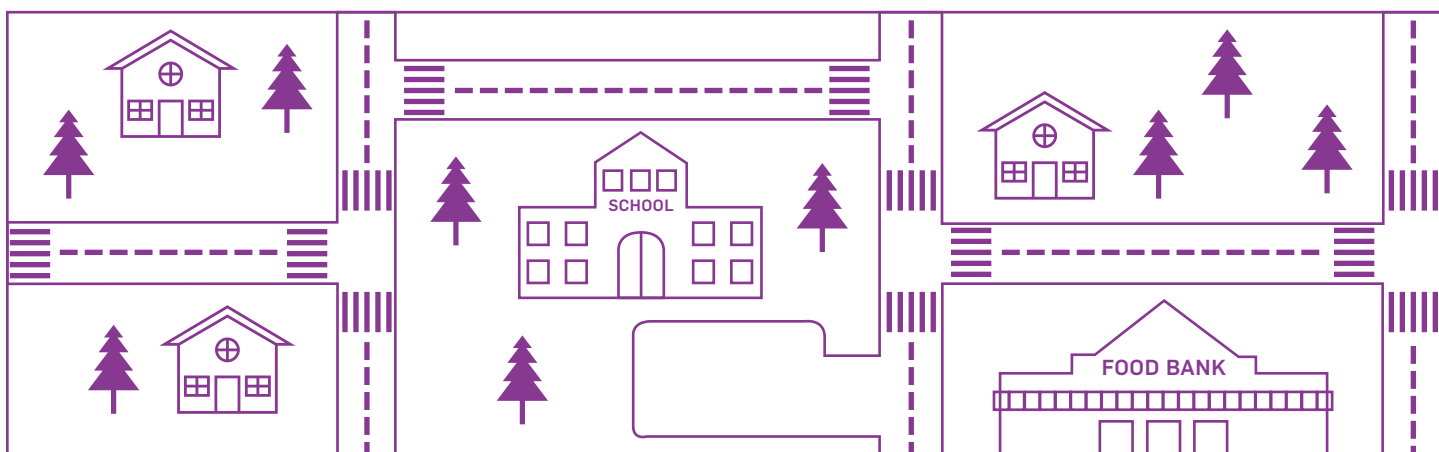
9. Hold a class brainstorm session to compile a list of issues that affect the local community, both visible and invisible, that were depicted in the various community maps, in addition to examples from local media and other sources. Write the suggestions on the front board. Spend time creating a comprehensive list.

10. Tell students they will now select topics from this list for their local actions.

11. Students may vote on the local issue they feel most passionate about. Select one topic that will allow the class to work together and concentrate their efforts towards creating a larger impact. If there is more than one topic students want to choose, allow them to form groups. It is important that students are passionate about the issue so they feel invested in the outcomes.

12. Now that students have selected their local issue, refer back to the community maps. Ask students to analyze their maps to find the community assets that match the issue they selected. For example, if the issue was local hunger, students should identify the local food banks or soup kitchens and the people that may already be making a difference.

13. Once students have identified an issue and the community assets related to the issue, have them form an action plan. For example, if the class is interested in improving the environment, organize a litter clean-up day in a local park.

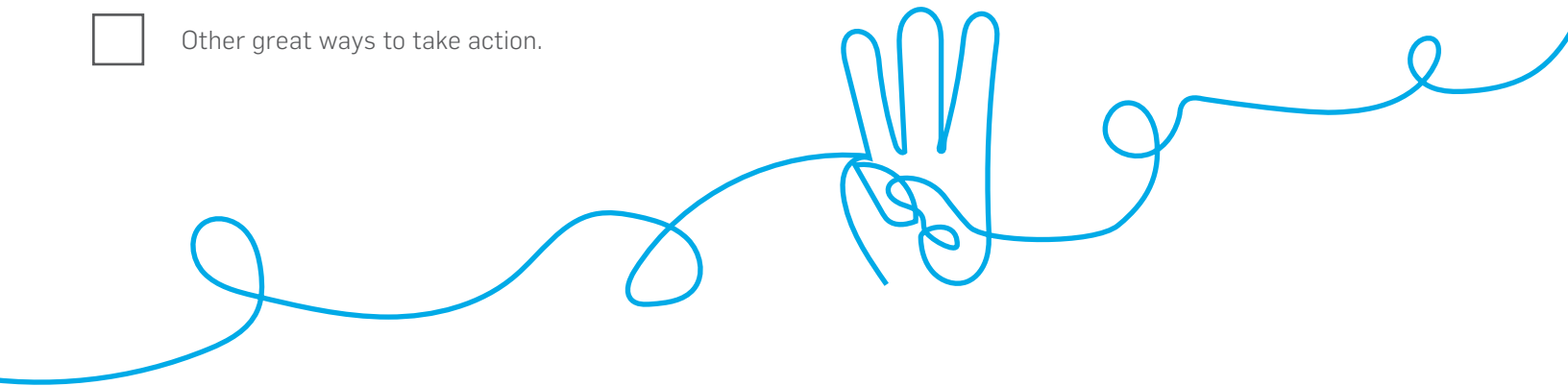




GLOBAL CHECKLIST

The We Schools Kit Global Workbook has the information your students need to start learning about the issues that affect communities around the world. It also has materials to help your students get involved with We Schools global campaigns, allowing their actions to have a worldwide impact. Students may use the workbook as a learning resource to take action. The Global Workbook will connect students with:

- Why it is important to take global actions.
- The global issues they are most passionate about through the Issue Compass activity. Student worksheets are on page 8 of the Global Workbook and facilitation instructions are located on page 30 of this guide.
- Background information on the issues of poverty, access to education, access to health care, access to clean water and food security. To provide students with a deeper level of understanding, issue-based lesson plans for the classroom may be found online at weday.com/weschools/edresources.
- Craig's story as a world-changer.
- The story of Adopt a Village.
- Adopt a Village lesson plans. These explore the barriers to access to education, clean water, health care, food security and income. The lesson plans will help your students understand the main issues that affect people around the world.
- The Year of Me to We.
- Our global campaigns to help students commit to a global action: We Are Silent, We Are Rafikis, We Bake for Change, We Create Change and We Step Up.
- Other great ways to take action.



ISSUE COMPASS

- This activity is an interactive way to get students thinking about the challenges that developing communities around the world face every day. It will also help the group identify which global issues they'd like to focus on this year.
- On page 8 of the Global Workbook there is a corresponding worksheet where students can make notes and write down responses to reflection questions. There is also a printable PDF online at weday.com/weschools/edresources.

PURPOSE:

The Issue Compass activity helps students brainstorm a list of global issues, share their opinions about these issues and choose the one they are most interested in learning about and taking action on.

INSTRUCTIONAL METHOD(S):

Brainstorming, class discussion, four corners

DIFFERENTIATED INSTRUCTION:

- ▶ Students can create their own signs that they hold up from their seats instead of moving to designated areas.
- ▶ Have students discuss the top four issues in small groups rather than as a class.
- ▶ Ask students to reflect on the process of selecting one global issue in a journal response.

MATERIALS:

Paper, markers, tape.

ESTIMATED TIME:

30 minutes

STEPS:

1. Identify or create a space in the classroom where students will be able to move freely (it may be necessary to move desks). With markers and paper create four signs: "Passionate," "Interested," "Curious" and "Indifferent."
2. Set up four stations by taping the four signs to different walls in the room.



3. Ask students to brainstorm what they feel are the most important global issues in our world today (e.g., clean water, food security, etc.). To help facilitate the brainstorm, ask the following questions. Students can note their answers on their worksheet.
 - a. If you were a world leader, what kinds of problems would you tackle? Or if you were a journalist, what kinds of issues would you write about?
 - b. What issues do you regularly hear about on the news, or read in newspapers and online? (Refer to the front pages of recent newspapers or magazines.)
 - c. What issues do you think the general public isn't very aware of?
 - d. What issues really bother you—even if you don't know a lot about them?
4. As students think about and share their ideas, write each issue on a global issues chart or on the front board.
5. Introduce students to the four stations of the Issue Compass and invite them to get up on their feet and be ready to move. Explain that as you read a global issue from the list, students should consider how important it is to them personally and choose one of the Issue Compass stations to stand next to. Explain that there are no wrong answers—they are responding based on their own feelings and interests in an issue.
6. For each issue, record the number of students standing at each station. After all the issues have been read out, note the four that received the most "Passionate" votes.

Issue	# of students who are Passionate	# of students who are Interested	# of students who are Curious	# of students who are Indifferent
e.g., Global poverty	12	6	5	2

7. Remove the Issue Compass signs and replace them with a new sign for each of the top four global issues.
8. As a class, discuss each issue. Ask students to consider the following:
 - a. What do you know about the issue?
 - b. Why is it important?
 - c. Who does the issue most affect?
 - d. What are the short- and long-term effects on people, communities or the world if this issue isn't addressed?
 - e. How can we make a difference?
 - f. What challenges might we encounter when trying to help?
9. After the class has had time to discuss all four issues and listen to the opinions of their classmates, ask them to stand by the issue that most speaks to them.
10. Use your findings to start thinking about which global issue you'd like to take action on. Groups can work independently on the issues they're individually passionate about, or you can start a conversation about choosing one issue they can work on together.



SETTING SMART GOALS

Educator's note: Here are some goal-setting guidelines to use with your students!

If you're going to pull off something big, you're going to need a good plan. Without a plan, you won't have a reliable way to reach your goal, and without a defined goal, you won't know if you've achieved what you set out to do.

So whether you're trying to hit a particular fundraising total, organize a huge event with a certain number of attendees, or reach a target audience with awareness-raising speeches, you want to start with your goal and your plan. And if you really want to knock it out of the park, you'll want a SMART goal.

WHAT'S A SMART GOAL?

A SMART goal is **S**pecific, **M**easurable, **A**ttainable, **R**elevant and **T**ime-bound.

As your group sets out on new actions or campaigns, take the time to brainstorm together and make sure your goal hits all of these marks.

SPECIFIC

Plan a precise course of action. If you want to support education overseas, specify how and where.

Your goal could be "To raise \$10,000 to build a classroom with Free The Children," instead of "To help provide access to education to children overseas."

What is specific about our goal and plan?

MEASURABLE

Set a goal you can measure so you know when you've reached it.

Your goal could be "To make 50 speeches in different classes at my school and partner with 10 teachers to do so," instead of "To make as many speeches as I can."

How will we measure our progress?



ATTAINABLE

Make sure that your goal is something realistic and reasonable.

Your goal could be "To get 100 signatures on a petition to increase government funding for local after-school programming," instead of "To arrange a weekly meeting with the Prime Minister to discuss after-school programs."

How do we know our goal is attainable?

RELEVANT

Make sure your goal will truly help address your chosen issue.

Your goal could be "To organize a coat and blanket drive in winter," instead of, "To collect coats in summer."

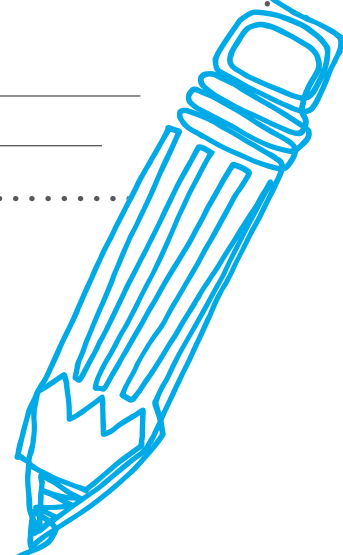
How will our goal address our chosen issue?

TIME-BOUND

Set an exact timeline for when you want to achieve your goal.

Your goal could be "To plan a battle of the bands concert for November and reach out to the media by October 1 to publicize," instead of "To host a concert when I can find people to play."

How much time do we have to reach certain milestones for our goal?





SECTION 4

**ADDITIONAL
WORLD-CHANGING
RESOURCES**

CALENDAR

Kick off each month of the school year with a different campaign to get students excited about taking action locally and globally. Be sure to add these key dates to your calendar so you can support your students' change-making goals.

IMPORTANT DATES 2015-2016

Watch the webcast of each We Day at weday.com/watch

SEPTEMBER

- ▶ We Take Charge
- ▶ We Day Toronto | September 30, 2015
- ▶ Youth Summit | Invite your students to a day of learning, leadership building and action planning. For a list of youth summits near you visit: freethechildren.com/summit
- ▶ Get on We365 | The power to change the world is at your fingertips! Download the We365 app and start taking action!

OCTOBER

- ▶ We Scare Hunger
- ▶ We Day Ontario | October 1, 2015
- ▶ We Day Vancouver | October 21, 2015
- ▶ We Day Alberta | October 27, 2015

NOVEMBER

- ▶ We Are Silent
- ▶ We Day Minnesota | November 3, 2015
- ▶ We Day Ottawa | November 10, 2015
- ▶ We Day Manitoba | November 16, 2015
- ▶ We Day Atlantic Canada | November 27, 2015
- ▶ Take Action Camp | This is no ordinary camp. Here, your students will discover their passions, develop leadership skills and make like-minded friends. Sign-up starts this month: metowe.com/camp

DECEMBER

- ▶ We Are Rafikis
- ▶ Think Globally | This holiday season, give socially conscious gifts to friends and family. Think globally by supporting the Year of Me to We and help families overseas take charge of their future: metowe.com

JANUARY

- ▶ New Year? New Actions! | Haven't downloaded the We365 app yet? Now's your chance!

FEBRUARY

- ▶ We Bake for Change
- ▶ We Day Montreal (English) | February 22, 2016
- ▶ We Day Montreal (French) | February 23, 2016

MARCH

- ▶ We Create Change
- ▶ We Day Saskatchewan | March 2, 2016
- ▶ We Day UK | March 9, 2016

APRIL

- ▶ We Volunteer Now
- ▶ We Day California | April 7, 2016
- ▶ We Day Seattle | April 21, 2016
- ▶ We Day Illinois | April 28, 2016
- ▶ Registration for 2016/2017 programs and events opens

MAY

- ▶ We Step Up

JUNE

- ▶ We Stand Together
- ▶ Celebrate | Wrap up the year with a giant celebration of the incredible impacts your students have made. Host an assembly your school will never forget or an end-of-year party.

JULY & AUGUST

- ▶ Summer Fun Time | The long-awaited summer is finally here! Time for Take Action Camp in Ontario or Arizona: metowe.com/camp



YOUR YEAR OF ACTION

Before getting started on each campaign, have your students brainstorm the issues they want to support, the actions they plan to take and the impacts they hope to make. Fill out the monthly planner below to help you stay on track.

SEPTEMBER - WE TAKE CHARGE

ISSUES

ACTIONS

IMPACTS

_____	_____	_____
_____	_____	_____
_____	_____	_____

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

OCTOBER - WE SCARE HUNGER

ISSUES

ACTIONS

IMPACTS

_____	_____	_____
_____	_____	_____
_____	_____	_____

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.

NOVEMBER - WE ARE SILENT

ISSUES

ACTIONS

IMPACTS

_____	_____	_____
_____	_____	_____
_____	_____	_____

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

DECEMBER - WE ARE RAFIKIS

ISSUES

ACTIONS

IMPACTS

_____	_____	_____
_____	_____	_____
_____	_____	_____

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.

FEBRUARY - WE BAKE FOR CHANGE

ISSUES

ACTIONS

IMPACTS

_____	_____	_____
_____	_____	_____
_____	_____	_____

Making a difference can be a piece of cake. Host a bake sale at your school and help raise money for communities working for a brighter future.

MARCH - WE CREATE CHANGE

ISSUES

ACTIONS

IMPACTS

_____	_____	_____
_____	_____	_____
_____	_____	_____

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.

APRIL - WE VOLUNTEER NOW

ISSUES

ACTIONS

IMPACTS

_____	_____	_____
_____	_____	_____
_____	_____	_____

Volunteering brings out the good in people. For National Volunteer Week, rally your students to tackle issues like hunger and poverty.

MAY - WE STEP UP

ISSUES

ACTIONS

IMPACTS

_____	_____	_____
_____	_____	_____
_____	_____	_____

Energize your class with a fundraiser that gets them moving. Step up and show the world how your moves can start a movement for change.

JUNE - WE STAND TOGETHER

ISSUES

ACTIONS

IMPACTS

_____	_____	_____
_____	_____	_____
_____	_____	_____

Let's join the conversation more Canadians need to be having on Aboriginal rights, culture and experiences. When we listen, we learn. And then, we can help educate others.

CELEBRATE WITH WE DAY

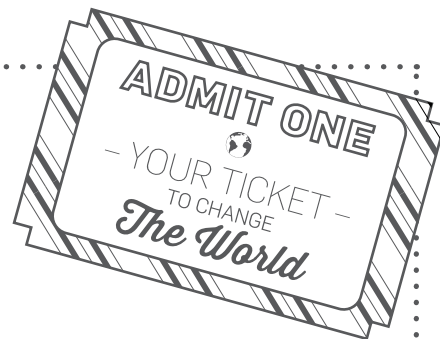
- Imagine a stadium-sized celebration of thousands of students who share a passion for making the world a better place.
- Imagine a global roster of speakers and performers including Malala Yousafzai, Martin Luther King III, Demi Lovato and Selena Gomez. Imagine an event where young service leaders are the VIPs.



EARNING YOUR TICKETS

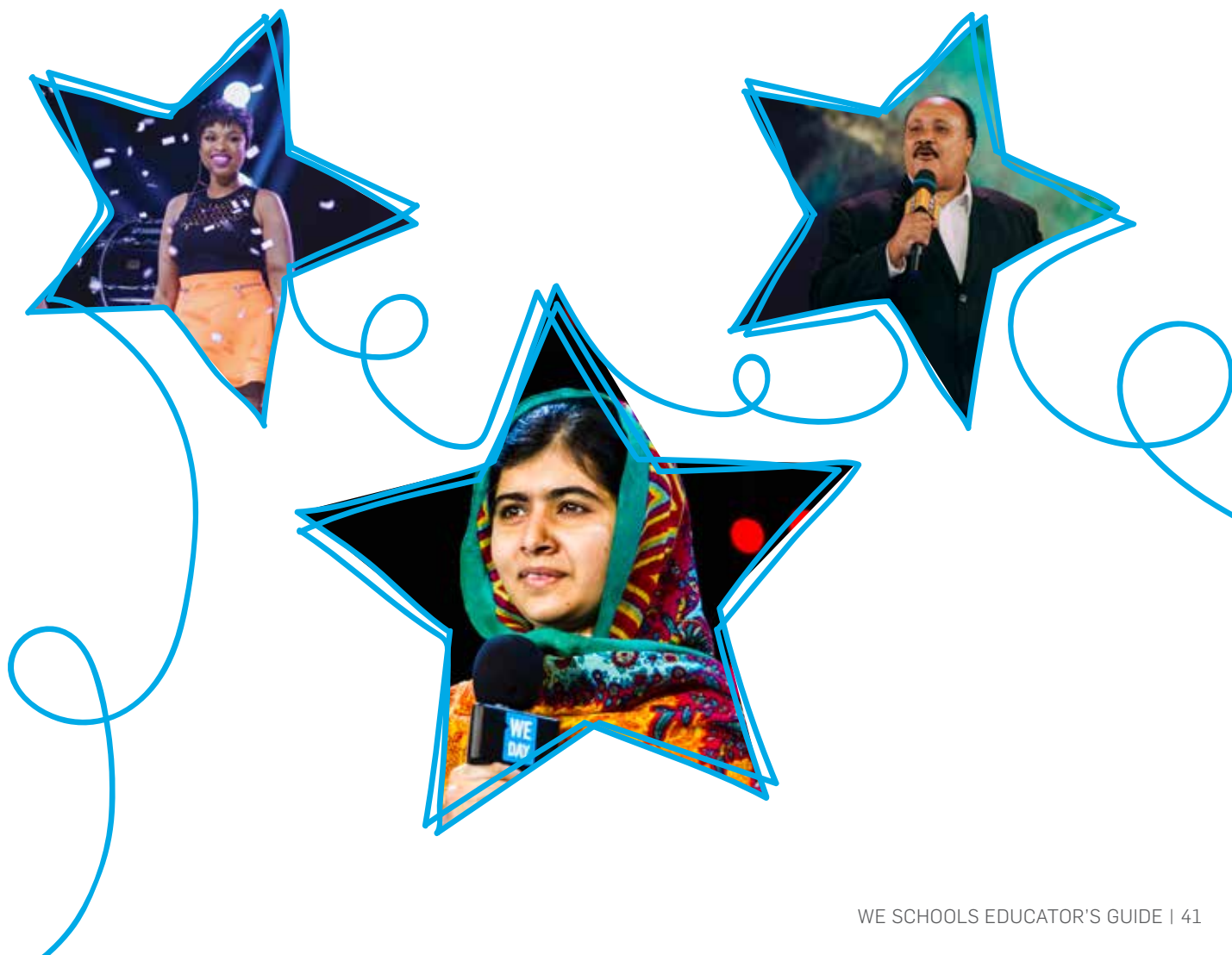
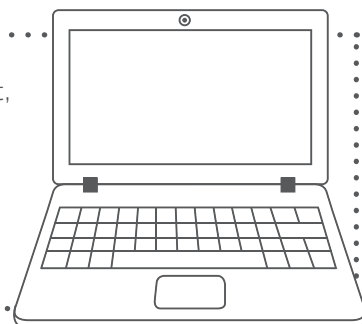
We Day is more than a free educational event series; it's a movement of young people leading change. You can't buy a ticket to this show. Every group earns their way in by taking one local action and one global action for a better world through the We Schools program. To date, participating youth have volunteered 14.6 million hours of their time and raised \$45 million for the local and global causes they believe in.

Visit weday.com for our calendar of events and find out if We Day is coming to your region. Contact your Educational Programming Coordinator about earning tickets and other We Day opportunities.



THE WE DAY WEBCAST

Bring the power of We Day into your classroom! On the morning of each We Day event, we launch a free webcast at weday.com/watch that you can stream directly to any computer with an Internet connection. Host a We Day viewing party in your classroom, cafeteria or gym by streaming the webcast from a computer connected to a projector. Make sure to test all your equipment ahead of the event.



SHARE YOUR JOURNEY ONLINE

CONNECT WITH US

We want to connect you to stories of other schools and youth who are coming together to tackle pressing issues. Follow us on social media and join the conversation that's driving the Me to We movement.



WeDay



@WeDay



@WeDay

.....
What if everyone took one positive action, big or small, every day of the year? That's the philosophy behind the We365 mobile and web app—a place for you and your students to take on inspiring challenges that help you better your community and the world.
.....





AN INITIATIVE OF



WE365 APP: CHANGE THE WORLD 365 DAYS A YEAR

We365, an initiative of Free The Children and TELUS, helps students change the world, every day. Through inspiring challenges and content, We365 helps students better themselves, their community and the world. The app allows students to take daily challenges, track their volunteer hours and build their social good portfolio for school or their resume.

Educators can use We365 to bring social issues and real world action into the classroom. Challenges help to mobilize students to get involved in their local and global communities, while tracking the impact they make in the world.

We challenge your students to start here: we365.com

HOW CAN YOU USE WE365 IN THE CLASSROOM?

CAMPAIGNS

Engage with the year-long program using We365 as a tool for your students to take action on each campaign.

CREATE CHALLENGES

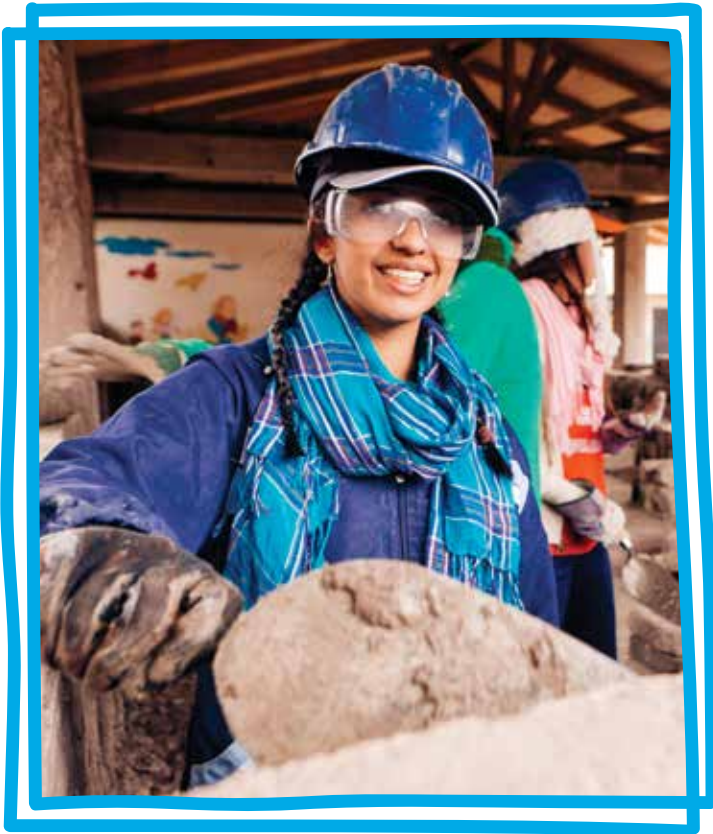
Help students discover their passion for world change by creating their own unique challenges on We365.

TRACK VOLUNTEER HOURS

Use the We365 Volunteer Tracker to help students keep track of hours and reflect on the skills developed through community involvement.

EXPERIENCE YOUR IMPACT

- Step into a new classroom and see the difference you've made in the world. Me to We Trips give you and your students the chance to travel overseas and work with local communities on a volunteer project. You'll experience
- Free The Children's sustainable development model first-hand and return home inspired to take action together.
- Volunteer as a class or recommend individual youth for trips.
- Visit metowe.com/trips to learn more.



EVERY TRIP IS FOUNDED ON FOUR CORE PILLARS:

LEAVE A LASTING LEGACY

Visit a Free The Children community and work side-by-side with locals on development projects that help remove the barriers to education.

CONNECT WITH COMMUNITIES

Spend time with local community members and put real faces, names and stories to the impact of your volunteer work.

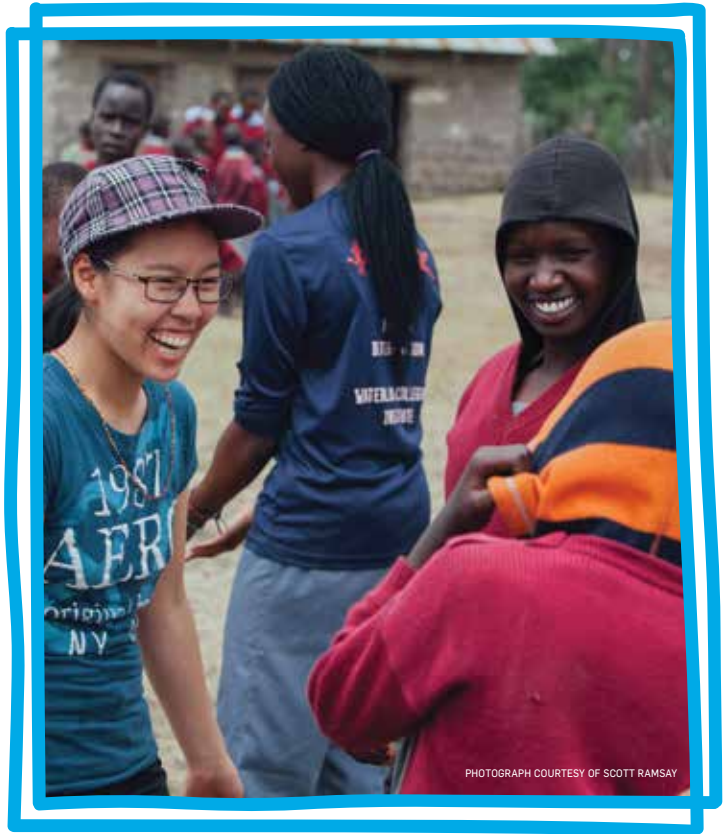


“Participating in Me to We Trips has been by far the most rewarding experience of my teaching career. Combining leadership skills, group dynamics, cultural awareness and service learning, I see these trips as an essential part of any student’s education.”

- Educator



PHOTOGRAPH COURTESY OF V. TONY HAUSER



PHOTOGRAPH COURTESY OF SCOTT RAMSAY

WALK IN THE FOOTSTEPS OF LOCALS

Experience the sights and sounds of a new culture and have one-of-a-kind adventures led by expert local guides on a journey off the beaten path.

DEVELOP LEADERSHIP SKILLS

Participants learn lifelong leadership skills through customized workshops. Groups build confidence and gain the tools to turn their trip experience into action at home.



OUR ONLINE RESOURCES

WE'VE ASSEMBLED A HUGE COLLECTION OF LESSON PLANS, VIDEOS AND PROGRAM ENHANCEMENTS TO HELP YOU DIG FURTHER INTO THE ISSUES THAT GET YOUR STUDENTS ON THEIR FEET.

INSPIRING VIDEOS TO GET YOU STARTED

Visit weday.com/weschools/edresources for a library of inspiring, educational and action-oriented videos to get your group going. You'll find documentaries about Free The Children communities, interviews with famous activists, highlight videos from the We Day stage, global issue lesson videos and a how-to series on running a We Schools group.

Here are three great videos to start with:

- ▶ MALALA YOUSAFZAI TELLS HER STORY TO WE DAY UK
- ▶ J. R. MARTINEZ TALKS ABOUT THE POWER OF ACCEPTANCE AT WE DAY SEATTLE
- ▶ HOW TO START A WE CLUB

LESSON PLANS

GLOBAL VOICES

Global Voices is a weekly column written by co-founders Craig and Marc Kielburger and accompanied by customized elementary and secondary lesson plans for discussing the current world issues covered in the column.

ADOPT A VILLAGE LESSONS

Learn about the root causes of the issues facing developing communities, and how a bigger-picture approach to development can help communities find their own solutions to the problems that prevent children from accessing education.

CAMPAIGN LESSON PLANS

Every campaign included in this kit comes with elementary and secondary lessons for bringing pressing issues to life in the classroom.

VISIT WEDAY.COM/WESCHOOLS FOR THESE LESSON PLANS AND MORE.

We have a library of lessons for the issues included in the kit and beyond, from increasing literacy, to anti-bullying, to socially conscious living.



ISSUE BACKGROUNDEERS

The Local Workbook and Global Workbook contain introductions to spotlighted local and global issues, but that's just the beginning. Head to weday.com/issue to get more info, statistics and research on the topics your class cares about.



WE365 APP: CHANGE THE WORLD 365 DAYS A YEAR

We365, an initiative of Free The Children and TELUS, helps students change the world, every day. We365 enables students to accept inspiring challenges to help better themselves, their community and the world. We365 makes taking positive action and tracking the impact simple. How? We deliver inspiring challenges daily. We365 also empowers students to track their volunteer hours using the Volunteer Tracker, where they can build their social good portfolio for school or a resume.

We challenge your students to start here: we365.com

YOUTH LEADERSHIP AWARDS

Got an outstanding world-changer in your group? Help us celebrate their efforts by nominating them for an award for their service and leadership. Visit weday.com/weschools.



BRING FINANCIAL EDUCATION TO YOUR CLASSROOM WITH IT ALL ADDS UP. CHECK OUT THE LESSON PACKAGE ONLINE AT WEDAY.COM/WECREATECHANGE



RESOURCES

VISIT WEDAY.COM/WESCHOOLS/EDRESOURCES FOR THE FOLLOWING HELPFUL RESOURCES:

DIGITAL KITS

All of the resources in this kit are available as PDFs online, so printer-friendly files are always at your fingertips if you need extra posters, infographics or worksheets.

LETTER TEMPLATE

Need to get your students' parents on board with We Schools? We've got a template letter you can send home to explain the program and how families can get involved.

PLEDGE FORMS

Holding a pledge-based campaign like We Are Silent or We Step Up? Download pledge forms as printable PDFs from the website above.

DONATION FORMS

Had a successful fundraiser? Head to the website above for a form to log your donation.

MEDIA RELEASE FORM

Sharing photos with us? Every participant featured in the photo will need to sign a media release form.



SECTION 5

OUR PARTNERS

OUR PARTNERS

IN EMPOWERING A WE GENERATION

A HUGE THANK YOU TO RBC, OUR NATIONAL CANADIAN SPONSOR, FOR THEIR GENEROUS SUPPORT OF OUR PROGRAM.

“

“The Royal Bank of Canada is proud to support the We Schools program, including the We Create Change campaign, We Day and It All Adds Up, a youth financial education curriculum resource, to help inspire students to create the change they want to see in the world. At the heart of our commitment is our passion for empowering youth to imagine and realize their full potential. With your support and encouragement, we know that We Schools will help your students learn, grow, and make a positive impact in their community. We applaud your efforts to bring this important experience to life for them.”



A handwritten signature in blue ink that reads 'J Tory'.

JENNIFER TORY

GROUP HEAD, PERSONAL BANKING
AND COMMERCIAL BANKING
ROYAL BANK OF CANADA



A HUGE THANK YOU TO THE KEG SPIRIT FOUNDATION FOR THEIR GENEROUS SUPPORT OF OUR PROGRAM.

“

“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 for being a force for positive change in your classroom.”



THE KEG
SPIRIT FOUNDATION

DAVID AISENSTAT

PRESIDENT & CEO, THE KEG STEAKHOUSE + BAR
FOUNDER AND CHAIRMAN, THE KEG SPIRIT FOUNDATION
WE DAY TORONTO CO-CHAIR



A SPECIAL THANK YOU TO OUR PARTNERS FOR MAKING OUR PROGRAM POSSIBLE IN CANADA.

NATIONAL SPONSOR



REGIONAL TITLE SPONSOR – SASKATCHEWAN



RESOURCE PARTNER



THANK YOU TO OUR OFFICIAL EDUCATIONAL PARTNERS*

ALBERTA

Alberta School Boards Association
Calgary Board of Education
Calgary Catholic School District
Chinook's Edge School Division
Edmonton Catholic Schools
Edmonton Public Schools
Fort Vermilion School Division
Greater St. Albert Catholic Schools
Lethbridge School District
Livingstone Range School Division
Medicine Hat School District
Northern Lights School Division
Parkland School Division
Red Deer Public Schools
Rocky View Schools
St. Albert Public Schools
Tribal Chiefs Education Foundation
Wild Rose School Division

BRITISH COLUMBIA

Alberni School District
Burnaby School District
Cariboo-Chilcotin School District
Central Okanagan School District
Chilliwack School District
Coquitlam School District
Delta School District
Fraser-Cascade School District
Greater Victoria School District
Kamloops/Thompson School District
Langley Schools
Maple Ridge/Pitt Meadows School District
Mission Public Schools
Nanaimo Ladysmith Public Schools
New Westminster School District
North Okanagan-Shuswap School District
Okanagan Similkameen School District
Okanagan Skaha School District
Peace River South School District
Quesnel School District
Revelstoke School District
Richmond School District
Sea to Sky School District
Sunshine Coast School District
Vancouver Island West School District
Vancouver School Board
West Vancouver School District

MANITOBA

Beautiful Plains School Division
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
Manitoba Catholic Schools
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

NEWFOUNDLAND LABRADOR

Newfoundland and Labrador
English School District

NOVA SCOTIA

Annapolis Valley Regional School Board
Chignecto-Central Regional School Board
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 School Board of Eastern Ontario
Conseil scolaire catholique du Nouvel Ontario
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 Carlton District School Board
Ottawa Catholic School Board
Peel District School Board
Renfrew County District School Board
Simcoe Muskoka 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

New Frontiers School Board
Riverside School Board
Lester B. Pearson School Board
Sir Wilfrid Laurier School Board
Cree School Board

SASKATCHEWAN

Christ The Teacher Catholic School Division
Good Spirit School Division
Greater Saskatoon Catholic School Division
Holy Family Catholic Schools
Horizon School Division
North East School Division
Prairie Spirit School Division
Prairie Valley School Division
Regina Catholic Schools
Regina Public Schools
Saskatchewan Rivers School Division
Saskatoon Public Schools
Sun West School Division

*list updated as of June 18, 2015

*To become an official educational partner or if you do not see your name on the list above please contact Michelle Dittmer at michelle.dittmer@freethechildren.com

Want more?

FOLLOW US ON SOCIAL MEDIA!



@weday | @metowe | @freethechildren

A HUGE THANK YOU TO OUR WE SCHOOLS NATIONAL SPONSOR

