



THE WE SCHOOLS

local workbook



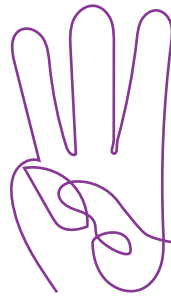
WWW.WE.ORG

Table of Contents

WELCOME TO THE LOCAL WORKBOOK	5
WHY TAKE LOCAL ACTION?	7
COMMUNITY MAPPING	8
LEARN ABOUT LOCAL ISSUES	11
▶ THE ENVIRONMENT	12
▶ HUNGER	13
▶ HOMELESSNESS	14
▶ ABORIGINAL FOCUS	15
LET'S GET STARTED	17
▶ WE TAKE CHARGE	18
▶ WE SCARE HUNGER	26
▶ WE VOLUNTEER NOW	34
▶ WE STAND TOGETHER	42
OTHER WAYS TO TAKE ACTION	50



WELCOME TO THE LOCAL WORKBOOK!



This isn't one of those books you need to keep on a shelf. By the end of the year, we want these pages to be so well read you need duct tape to hold them together. Because this isn't just a workbook. It's a road map. It's a travel guide to discovering your own community in ways you've never seen before.

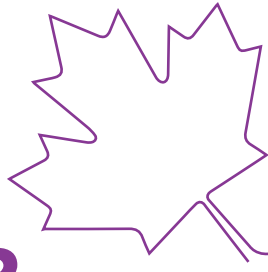
In the following pages you'll find an activity for mapping challenges facing your community, an introduction to understanding some of the most common social issues in Canada and some ready-to-run campaigns for taking action. If you want to dig deeper, ask your teacher about photocopyable resources, lesson plans and extra opportunities to celebrate your actions as a class.

In fact, this workbook has a whole bunch of extra materials online, so definitely check out weday.com/weschools and get the goods.

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



WHY TAKE LOCAL ACTION?



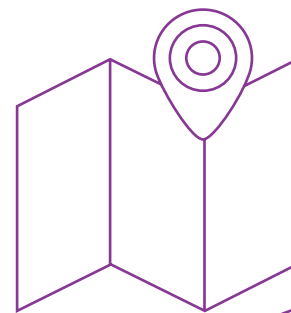
In 1969, a team of researchers left used cars unattended in two neighbourhoods. One was in a big city where neighbours didn't really know each other; the other was a tight-knit community where they did.

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 neighbour 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 neighbourhood. 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.

COMMUNITY MAPPING



Okay, time to lace up your boots and go exploring. We've all walked around our own neighbourhoods before, but we usually forget to take a close look and think about what our surroundings are telling us about the issues facing members of our community.

Your teacher has an activity lesson plan on page 26 of the Educator's Guide for leading a walk through the neighbourhood. Use the first column of the table on the next page to take down notes about the things you notice that might be a sign of a problem in the community. Fill in the remaining columns as you reflect throughout the walk and return to the classroom for discussion.





What did you see that might be a sign of an issue in your community? It can be something that is present, like litter, or something that is missing, like a lack of garbage bins.	What was your reaction to seeing it? Surprised? Angry?	What issues do you think this was a sign of?	What community programs are in place to help with this issue?	Is that enough? What more can we do?





LEARN ABOUT LOCAL ISSUES

THE ENVIRONMENT →

HUNGER →

HOMELESSNESS →

ABORIGINAL FOCUS →

The ENVIRONMENT

We share the planet with an estimated 8.7 million species, but harmful human practices pose a threat to their home and ours. Right now, species are dying off at a rate 1,000 to 10,000 times faster than the natural extinction rate—mostly due to pollution, overexploitation and loss of habitat.

In 2008, Canada filled landfills with 777 kilograms of municipal waste per person, twice the amount of Japan's municipal waste.

Our current consumption habits are unsustainable, but there's good news too: our everyday choices—from recycling to conserving water—have a direct impact on both our future and the future of the planet, and we have the power to change.

FAST FACTS

- ▶ Electricity generation causes 40% of global greenhouse gas emissions.
- ▶ We're currently using up natural resources at a rate that it would take 1.5 Earths to sustain.
- ▶ There are more organisms in a spoon of soil than there are people on Earth.

TAKE YOUR RESEARCH TO THE NEXT LEVEL!

Check out more info and stats on the environment at weday.com/issue.



WE SHARE
THE PLANET WITH
8.7 million
SPECIES

TEACHER'S CORNER

Want to get your students involved in learning about how their actions affect the environment? Check out the link above for more information, statistics and lesson plans, or get ready to reduce your negative impacts on the planet and boost your positive ones through the We Take Charge campaign on page 18.

HUNGER

Last year, Canadians' use of food banks went up in six out of 10 provinces. That means food banks were serving 841,191 clients every month.

Hunger is often seen as an issue that affects only the homeless, but people who access food banks come from all walks of life. Some people need support over longer periods, but most require help only occasionally or for a short period of time.

The 2008 recession caused food bank usage in Canada to rocket to an all-time high in 2012 and today hunger is an issue that still affects families across the country.

FAST FACTS

- ▶ In 2014, 37% of food bank clients were kids.
- ▶ 1.8 million Canadians relied on food banks last year.
- ▶ Canadians made 14 million food bank visits in 2014.

TAKE YOUR RESEARCH TO THE NEXT LEVEL!

Check out more info and stats on hunger in Canada at weday.com/issue.



IN 2014

FOOD BANK
USE INCREASED IN
6 OUT OF

Canada's
10 PROVINCES

TEACHER'S CORNER

Want to introduce your students to the issue of local hunger on a deeper level? Check out the link above for more information, statistics and lesson plans for exploring local and global issues, or take a stand against hunger in your community through the We Scare Hunger campaign on page 26.

HOMELESSNESS

The issue of homelessness runs so much deeper than what we see on the street. People can find themselves homeless for any number of reasons: they lose their job, their health deteriorates, or they are fleeing domestic violence, to name a few. Women and children in particular are often part of the “hidden homeless,” people living in friends’ homes or temporary accommodations.

All this adds up to the 235,000 Canadians who lived without a home at some point last year. Homelessness costs the Canadian economy seven billion dollars annually. Per month, it costs \$1,932 for a shelter bed or \$10,900 for a hospital bed. And yet, none of these provide a permanent solution to address or prevent homelessness.



FAST FACTS

- ▶ Every \$1 spent on support for the chronically homeless = \$2.17 saved in areas like health care and the justice system.
- ▶ Nearly 1 in 5 households face extreme problems affording housing.
- ▶ In the past 25 years, Canada's population has grown 30% while federal support for low-income housing has been cut in 1/2 on a per-person basis.

TAKE YOUR RESEARCH TO THE NEXT LEVEL!

Check out more info and stats on homelessness in Canada at weday.com/issue. ←



235,000
CANADIANS LIVED
without
A HOME
AT SOME POINT LAST YEAR



TEACHER'S CORNER

Want to dive deeper into the issue of homelessness with your students? Check out the link above for more information, statistics and lesson plans for exploring local and global issues.

ABORIGINAL FOCUS

The population of Aboriginal people is growing at a rate four times faster than the rest of Canada.

But many Aboriginal families face barriers to accessing basic necessities: quality education, clean water, housing and food. Many of these challenges are made worse by the ongoing effect of the residential school system, which forcibly removed 150,000 First Nations, Métis and Inuit children from their families in an attempt to strip them of their culture.

Despite these challenges, Aboriginal individuals and communities are a vibrant part of Canadian society. Since 1994, the Indspire Awards have honoured more than 300 First Nations, Métis and Inuit Canadians for their outstanding contributions.



FAST FACTS

- ▶ The population of Aboriginal people is growing at a rate four times faster than the rest of Canada.
- ▶ 24 Aboriginal languages are vulnerable, 62 are endangered and 2 have gone extinct since the 1930s.
- ▶ First Nations' homes are 90x more likely to have no running water than non-Aboriginal homes.

TAKE YOUR RESEARCH TO THE NEXT LEVEL!

Check out more info and stats on Aboriginal issues in Canada at weday.com/issue.



1,400,685

PEOPLE ACROSS **CANADA**



identify as

**FIRST NATIONS, MÉTIS
OR INUIT**

TEACHER'S CORNER

Want to explore Canadian Aboriginal history, culture and experiences with your students? Check out the link above for more information, statistics and lesson plans for exploring local and global issues. Or add your voice to the conversation on Aboriginal rights and culture with the We Stand Together campaign on page 42.





LET'S GET STARTED

WE TAKE CHARGE →

WE SCARE HUNGER →

WE VOLUNTEER NOW →

WE STAND TOGETHER →

WE TAKE CHARGE


MADE POSSIBLE BY



AN INITIATIVE OF



WHEN YOU TAKE CHARGE, THE FUTURE GETS BRIGHTER. SERIOUSLY! WHETHER YOU'RE RIDING A BIKE OR TURNING OFF LIGHTS, EVERY CHOICE YOU MAKE TODAY GIVES YOU A CHANCE TO DECREASE NEGATIVE IMPACTS ON THE PLANET AND TAKE YOUR POSITIVE IMPACTS TO THE NEXT LEVEL. THAT'S HUGE. BECAUSE IF YOU ADD UP THE POWER OF YOUR DAILY CHOICES AND GET OTHERS INVOLVED TOO, THE RESULT IS ONE VERY HAPPY PLANET.



WE TAKE CHARGE



For the month of September, take a sustainable living pledge to shake up your daily routine with new ways to reduce your negative impacts and boost your positive ones. Track your actions and add up your impacts to show the world that when young leaders take charge, the future gets brighter.

5 HOW-TO STEPS

1 SIGN UP

Visit weday.com/wetakecharge and ask your teacher to register your group or class and load up on lesson plans about environmental impacts and sustainability, plus some resources to amp up your month-long campaign.

2 PICK YOUR PLEDGES

Get your group together to decide which pledges to take. We recommend starting with one easy pledge and adding on a new, harder pledge every week. By the end of the month you'll be pulling off some serious impacts. You can use some of the ideas below to get yourself started, or come up with your own. For help setting pledges like a pro, ask your teacher about our SMART goals activity.

- ▶ *Example week 1 pledge:*
Cut all of your showers down to 10 minutes or less.
- ▶ *Example week 2 pledge:*
Pack at least five no-waste lunches.
- ▶ *Example week 3 pledge:*
Ride your bike or walk instead of driving at least seven times.
- ▶ *Example week 4 pledge:*
Stop 15 pounds of recycling from entering landfills.



**KICK YOUR
CAMPAIGN
UP A NOTCH!**

Check out more helpful
resources online at
WEDAY.COM/WETAKECHARGE.

3 TRACK YOUR PROGRESS

You'll want to stay on top of your progress as you complete pledges so you can make sure you're hitting your goals and understanding what kind of impact you're having.

- ▶ Use the progress tracker on page 25 to track each of your weekly pledges.
- ▶ Plan pledge boosters, like social media missions or awareness-raising activities, for different days of the week. Pledge boosters are designed to help you make the most of every day of the campaign. Use the suggestions on the tracker or dream up your own.
- ▶ Fill in your progress every day of the campaign. If you're measuring your impact as a group, have a quick meeting to tally up your shared total, whether you're counting the cans you've recycled, the no-waste lunches you've packed or the time you've cut from your morning shower routine.





4 REFLECT AND REVISE

Forming new habits and routines is hard work, and sometimes you might hit a snag achieving your pledge goals. Don't sweat it! There are lots of ways you can assess and adjust the way you approach your goals, and the goals themselves.

- ▶ Halfway through each week, have your group members sit down and write out some of the tips and tricks they've learned that make the pledge easier to stick to. Also jot down any difficulties you've run into along the way.
- ▶ Get together to discuss your tips, as well as your challenges. Write everything down and see if any of the advice you've shared could help other group members overcome difficulties. If anyone is having trouble with the pledge, suggest they buddy up with another group member who can check in with them regularly and provide encouragement.
- ▶ If you're finding that any of the goals you set are too easy or too hard, vote on the possibility of slightly adjusting them.

5 CELEBRATE AND SHARE

Okay, so you've just spent a month taking on challenges to make your daily routine more sustainable. You've earned more than a few bragging rights. But more than that, you've showed how anyone can step up and take charge of how their choices make an impact on future generations. Now you have a chance to inspire friends and family to take their own pledges.

Here's how:

- ▶ Post your milestone moments online to show the world your impact with **#WeTakeCharge** or focus on writing posts with tricks and tips to help others live more sustainably.
- ▶ Invite a friend, family member or local business to take a sustainable living pledge. Sweeten the deal by offering to feature their progress with **#WeTakeCharge** in your posts on Facebook, Twitter, We365 or wherever you like to share good news stories.

COSBURN MIDDLE SCHOOL TAKES CHARGE

TORONTO, ONTARIO

- ▶ To reduce the use of plastic water bottles and honour their status as a Platinum Certified Ontario EcoSchool, students in the We Schools club at Cosburn sold reusable water bottles to students, parents and teachers.
- ▶ From designing the logo and finding the right manufacturer to determining pricing and marketing strategies, students came together to accomplish their mission.
- ▶ The initiative was tied to a project that the club started two years ago to educate their classmates about water shortages in developing countries, water waste at home and the importance of adopting more responsible water consumption habits.
- ▶ Since they started selling the reusable bottles, they've noticed a decline in plastic ones and an increase in school spirit, as students carry their Cosburn water bottles with pride.

How did the school respond to the water bottle initiative?

"The entire school embraced the idea and definitely showed their support through sales. Everybody loved the idea and design, and grasped the reason behind our motivation."

Why was it so important to design the bottles yourself?

"We really wanted our design to reflect Cosburn—its colours, values and artistry. We have such talented artists at our school so we held a contest to design the logo, encouraging students to include an aspect of water to reflect the purpose of the initiative."

Why is it better to have a reusable water bottle instead of a plastic one?

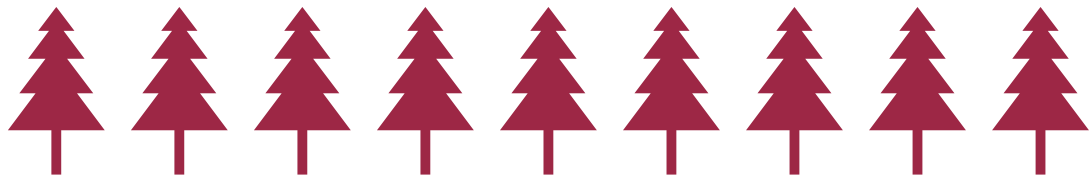
"Reusable water bottles are more durable, do not pose health risks and are better for the environment. Plus, over time, your \$15 investment will be more cost friendly."

— VICTORIA MILLS, GRADE 8



OF RECYCLED PAPER

===== EQUALS =====



18 HAPPY TREES



**MAKING
OXYGEN**



**FOR THE
PLANET**

#WeTakeCharge

FOR MORE FACTS PLEASE VISIT WEDAY.COM/WETAKECHARGE

CREATIVE RESOURCE

WE TAKE CHARGE PROGRESS TRACKER

Here's how it works:

- ▶ Write down a pledge with a measurable goal, like cans recycled, zero-waste lunches packed or minutes cut from your shower routine.
- ▶ Write down your daily progress as you go.
- ▶ Pick optional pledge boosters to enhance your campaign's daily impact.

Pledge boosters:

- ▶ Hop on social media and post a fact related to your pledge or its impact.
- ▶ Take a picture of an action you're taking today and post to social.
- ▶ Hold a class check-in to discuss difficulties and solutions.
- ▶ Tell your family and friends about your pledge.



	MONDAY PROGRESS	TUESDAY PROGRESS	WEDNESDAY PROGRESS	THURSDAY PROGRESS	FRIDAY PROGRESS	WEEKEND PROGRESS	TOTAL IMPACT
Pledge goal: Pack a total of 50 no-waste lunches as a class.	7 LUNCHES PACKED	12 LUNCHES PACKED	10 LUNCHES PACKED	14 LUNCHES PACKED	18 LUNCHES PACKED	9 FAMILY MEALS PREPARED WITH NO WASTE	<ul style="list-style-type: none"> • 70 LUNCHES PACKED • 1 SCHOOL ANNOUNCEMENT • 19 SOCIAL MEDIA POSTS • 5 SHARES • 29 LIKES/FAVES • 1 CLASS MEAL • 9 FAMILY DINNERS
Pledge booster: These are bonus actions to enhance your impact.	MAKE A SCHOOL ANNOUNCEMENT	POST A PHOTO OF A NO-WASTE LUNCH ON FACEBOOK	CLASS CHECK-IN	PERSONALLY TELL ONE FRIEND ABOUT NO-WASTE LUNCHES	CLASS NO-WASTE POTLUCK	TELL FAMILY ABOUT NO-WASTE MEALS	
Weekly pledge:							
Pledge booster: These are bonus actions to enhance your impact.							
Weekly pledge:							
Pledge booster: These are bonus actions to enhance your impact.							



WE SCARE HUNGER

MADE POSSIBLE BY



Go Further

AN INITIATIVE OF



NO ONE SHOULD EVER HAVE TO GO HUNGRY, BUT HUNGER IS A SUPERVILLAIN WHO MAKES LIFE HARDER FOR MORE THAN 310,000 CANADIAN CHILDREN EVERY MONTH. 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.

FOOD BANKS ARE THE HEROES THAT KEEP THE CITY SAFE FROM HUNGER. LET'S STAND UP AND COLLECT ENOUGH FOOD TO MAKE SURE THE GOOD GUYS WIN, EVERY DAY.



WE SCARE HUNGER



Throwback to October 31, 1988, when our pal Dr. Jonathan White got a group of friends together to collect donations for food banks. He called it “Halloween for Hunger.” The movement continued to grow year after year and became known as We Scare Hunger and together we’ve now collected more than 5.6 million pounds of food!

When you collect food for local charities, you're doing more than just feeding the hungry. You're fuelling the hopes and dreams of the 841,191 Canadians who rely on food banks to get through the month. So let's pull together on Halloween and give our food banks and soup kitchens an arsenal that will send hunger packing.

5 HOW-TO STEPS

1 SIGN UP

Drop by weday.com/wescarehunger and ask your teacher to sign up your group or class for We Scare Hunger. We'll count you on our team and set you up with resources like lesson plans, posters and infographics.

2 STUDY UP

Time to do a little research and get to know your issue. The better you can explain what hunger is and why it matters in your community, the more you'll be able to get people excited to take action.

Here are some pointers:

- ▶ The Internet is a great place to start your research and we've included our favourite links at weday.com/wescarehunger. Keep in mind as you're reading: how is hunger related to other issues that affect people? How might it be tied to employment, health and access to affordable housing? What other issues should you study?
- ▶ Don't forget that the issue of hunger is different in every community. Reach out to neighbourhood organizations that take action on hunger to find out more about the issue and see if they can come give a speech at your school.
- ▶ Ask food banks how you can make your food drive most helpful to them. Ask what foods they need the most, when/where you can drop off donations, how foods should be sorted and who in your neighbourhood is most at risk of hunger.



WE SCARE HUNGER

When you get really hungry, you sometimes get angry. Hangry peeps are pretty scary, but hunger is scarier. DYK MILLIONS of people rely on food banks just to make it through the week? That's where WE come in. Sign up for **#WeScareHunger**: weday.com/wescarehunger. This Halloween don't just trick o' treat— collect canned goods to donate to UR local food bank. Post a pic of U in costume w/ UR hunger-scaring can collection!

3 SPREAD THE WORD

Alright, let's get loud! This is when your team goes public with your food drive plans. Here are our favourite places to start getting the word out:

- ▶ Morning announcements. CLASSIC. (And effective!)
- ▶ Giving talks classroom to classroom. There's nothing like the personal touch to get a group motivated. We've included cut-out cards on page 33 that you can leave in classrooms leading up to the campaign.
- ▶ School newsletter. Or if you can't get your food drive mentioned in there, send cut-out card reminders home with students.
- ▶ Posters. Everywhere. We mean EVERYWHERE.

Wherever you're promoting your drive, keep in mind that you'll want to include core details like:

- ▶ Which food items are accepted or preferred.
- ▶ Where and when students can leave donations.
- ▶ Why hunger is an important cause in your community.
- ▶ If there's a prize for the class or team that collects the most food.

If you're doing a Halloween night campaign, let students know they can sign up for collection routes. Send a team along the route the night before Halloween to leave a notice that you'll be collecting cans on Halloween—you can use the cards on page 33.





4 GO TIME

There are a couple of ways to handle this. Some schools plan to do all of their collection on Halloween night, going door-to-door along their planned routes to ask for canned food donations. Others use Halloween as a kick-off for a school-wide campaign, encouraging students to bring in food until a big finale.

Either way, you're going to be doing lots of collecting and hauling, so keep some things in mind:

- ▶ Wear comfortable shoes and make sure you have a way to transport food. Most plastic bags will fill up and tear quickly if you're loading them up with cans, so make sure you have bins or heavy-duty reusable bags.
- ▶ If possible, coordinate a driver to spare you most of the long-haul lifting. They can meet team members along the collection route, or deliver your final food collection to the food bank.
- ▶ Go all-out and organize a visit or volunteer day at the food bank. You'll get a behind-the-scenes look at the heroes who step up to fight hunger every day.
- ▶ Post photos and updates to Facebook and Twitter using [#WeScareHunger](#). We'll be sharing stories and campaign highlights with that hashtag.

5 REFLECT AND CELEBRATE

Your feet may be sore and your arms tired, but somewhere in your community there are families who can eat because you stood up to hunger. That's something worth celebrating.

- ▶ On Halloween, have music and candy at your food drop-off spot so your team can unwind after their hard work.
- ▶ Make announcements as cans and boxes stack up. Hold a contest with a sweet prize for the classroom or group that donates the most.
- ▶ Keep track of the total weight of donations. Once you have delivered the goods to the food bank, throw a party to celebrate your hard work and ask students to guess the weight of your total donation.

RUTLAND ELEMENTARY SCHOOL ADDRESSES LOCAL HUNGER

KELOWNA, BRITISH COLUMBIA

- ▶ For their spring Spirit Day, Rutland Elementary School held a wacky hair day for a good cause. The ticket to participate was bringing in a food bank donation to support the Salvation Army through We Day's We Scare Hunger campaign.
- ▶ With wacky wigs and kooky curls, students had fun contributing to their community. Students were thrilled to see people donating bags filled with food.
- ▶ Every Spirit Day held at Rutland is connected to a social justice issue. This time, students got so into the spirit of things that one boy even shaved his head and kept a mohawk that he dyed for that day.

What did you do to participate in Spirit Day this year?

"I put my hair in a bunch of braids because I have a lot of hair. I had to do mine overnight and finish it in the morning!"

– HARKARAN KHUN KHUN, 10

Why do you think it's important to donate food in the spring?

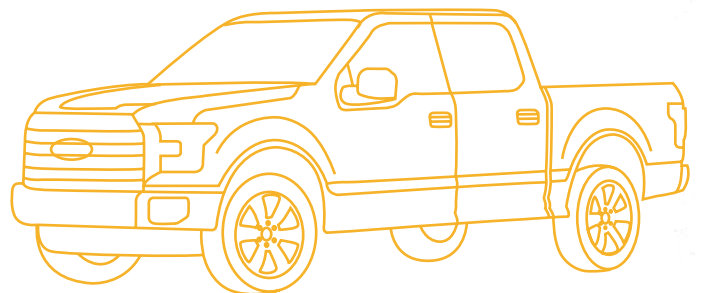
"People stop thinking about it when the holidays are over. But people always need food, not only in the winter. Even just one can of food helps a lot. One can is one meal for one person. Even if you have a hard life, you can still help someone else."

– ALEXA POSELLA, 11

WE GO FURTHER

Organizing a food drive can be tricky, but Ford has your back. Ask your teacher to get in touch with your Educational Programming Coordinator about how you can team up with your local Ford dealership for help collecting donations, transporting the goods or celebrating your impact.

Want to go big with your goals? Take the challenge to fill the bed of an F-150 truck with food and haul hunger away.





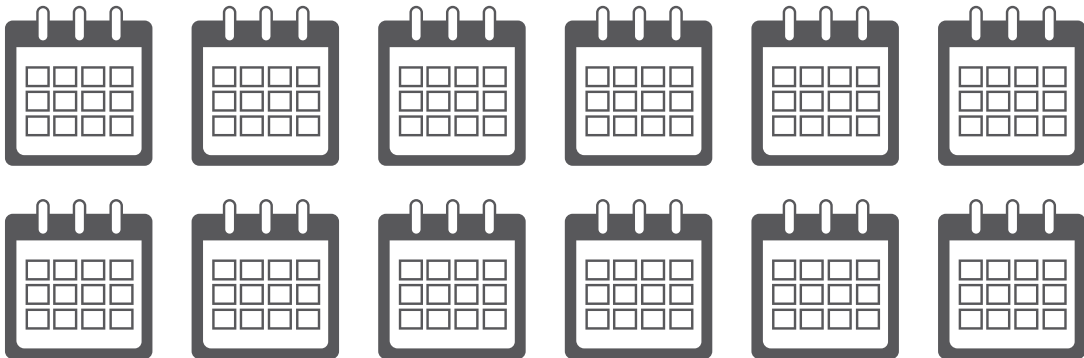
841,191

CANADIANS

RELY ON FOOD BANKS



EVERY MONTH



#WeScareHunger

FOR MORE FACTS PLEASE VISIT WEDAY.COM/WESCAREHUNGER

CREATIVE RESOURCE

WE SCARE HUNGER CARDS

Ask your teacher to photocopy this page, or print it from weday.com/wescarehunger, and share copies at school or the homes on your trick-or-treat route.

To distribute along your trick-or-treat route.

Cut out and take with you.

WE SCARE HUNGER



On Halloween night I will be collecting non-perishable items for the food bank. Any donations would be appreciated!

weday.com/wescarehunger

WE SCARE HUNGER



On Halloween night I will be collecting non-perishable items for the food bank. Any donations would be appreciated!

weday.com/wescarehunger

WE SCARE HUNGER



On Halloween night I will be collecting non-perishable items for the food bank. Any donations would be appreciated!

weday.com/wescarehunger

WE SCARE HUNGER



On Halloween night I will be collecting non-perishable items for the food bank. Any donations would be appreciated!

weday.com/wescarehunger

To distribute in your school or community.

Cut out and take with you.

WE SCARE HUNGER



This fall, from _____ to _____, please be ready to donate non-perishable food items. Items will be collected on _____.

weday.com/wescarehunger

WE SCARE HUNGER



This fall, from _____ to _____, please be ready to donate non-perishable food items. Items will be collected on _____.

weday.com/wescarehunger

WE SCARE HUNGER



This fall, from _____ to _____, please be ready to donate non-perishable food items. Items will be collected on _____.

weday.com/wescarehunger

WE SCARE HUNGER



This fall, from _____ to _____, please be ready to donate non-perishable food items. Items will be collected on _____.

weday.com/wescarehunger

WE VOLUNTEER NOW

MADE POSSIBLE BY



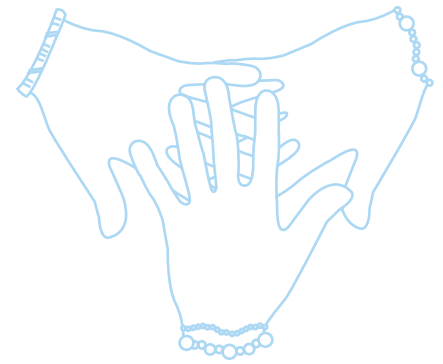
AN INITIATIVE OF



DID YOU KNOW THAT IF THE GLOBAL POPULATION OF VOLUNTEERS FORMED THEIR OWN COUNTRY, IT WOULD BE THE EIGHTH LARGEST COUNTRY IN THE WORLD? TRUE STORY. WE CAN TACKLE BIG ISSUES WHEN WE ALL PULL TOGETHER AND TAKE ACTION. THAT'S WHAT NATIONAL VOLUNTEER WEEK IS ALL ABOUT: A BIG GRAND-SLAM TEAM-UP TO TAKE ON PROBLEMS LIKE HUNGER AND POVERTY. BECAUSE TOGETHER WE CAN BRING OUT THE GOOD.



WE VOLUNTEER NOW



The first rule of change-making masterminds is this: if you want to pull off something epic, you need a team. Buddy up with your best friends and family to make a plan that will get the world on its feet for National Volunteer Week, April 10 to 16, 2016. Make a team, make a plan and make it legendary.

5 HOW-TO STEPS

1 SIGN UP AND PICK YOUR ISSUE

Ask your teacher to sign up at weday.com/wevolunteernow! It's easy to get involved when it's for a cause your group cares about, so you'll want to kick things off by finding causes that mean something to all of you. Get a group of friends together to brainstorm and research issues affecting your community. Discuss why each issue is important and how your group might contribute to a solution.

- ▶ We've got loads of resources with background info, recent statistics and further research on local issues like poverty and homelessness. Check out the issue backgrounders at weday.com/issue.
- ▶ Use the community mapping exercise at the beginning of this workbook to help you plan a walk through your community to explore the issues that affect your neighbourhood.

2 MAKE A PLAN

Whether you're organizing a volunteer day at a local homeless shelter or inventing your own way of giving back, you're going to need a plan and some expert advice.

- ▶ Learn from the pros! Look for national or local organizations that can offer advice or volunteer opportunities related to your issue. Visit websites to contact a spokesperson and find out how to get involved.
- ▶ Pick your actions. You've got a whole week to change the world, so try out different actions based on the issues you've chosen and the talents of your team.
 - Volunteer to perform music or lead games at a senior citizen centre.
 - Clean up a local creek or park, or kick off a petition to add more garbage cans and reduce litter.
 - Get a group together to learn about safe driving and the dangers of texting and driving, then deliver a presentation at a local junior high school.
- ▶ Think it through. You want your campaigns to go as smoothly as possible. How will you get to and from the place where you're volunteering? Will you need equipment or training? How will your actions address the root causes of your issue? We've got a worksheet of questions to help you plan at weday.com/wevolunteernow.

3 GET LOUD, GET DIGITAL

Build hype at your school and with your friends to get more people involved and ALL CAPS EXCITED to make a difference. You won't believe the impact you can make with an enthusiastic community backing you up.

- ▶ Talk to teachers at your school and try to get their classes involved. Put up posters, get on the morning announcements and post plans on social media. Everyone can pitch in!
- ▶ Organize a volunteer recruitment fair. Tell everyone why you're so passionate about the causes you are supporting, how you're planning to take action and what they can do to help. Enthusiasm is contagious!
- ▶ Use [#WeVolunteerNow](#) to connect to the larger conversation or add a personal touch by texting your friends to invite them to learn more.





**KICK YOUR
CAMPAIGN
UP A NOTCH!**

Check out more helpful
resources online at

WEDAY.COM/WEVOLUNTEERNOW.

4 DO YOUR THING

It's time to get out there and volunteer. But make sure you take the time to savour the moment, check in with each other and make memories together. Here are a few things you'll want to do as you go:

- ▶ Talk with the people you're volunteering with, or the people you're helping, to learn more about your issue and how your actions are helping address its root causes.
- ▶ Get a group photo (and some sweet selfies) of you in action. Post to social media and challenge your friends to take on their own volunteer actions.
- ▶ Get on We365—a social platform and community of people making the world more awesome by accepting inspiring challenges for hundreds of causes. Use the app or the We365 website to track your volunteer hours, post pics and find out what other volunteers are doing.

5 CELEBRATE AND SHARE

Make it a party! Celebrate your impact. And make sure you tell your volunteer story to as many people as possible. Neighbours, friends on social media and local news outlets are good places to start. Think big—we want good to go viral! [#WeVolunteerNow](https://www.instagram.com/WeVolunteerNow).

GLENBROOK SOUTH HIGH SCHOOL STUDENTS VOLUNTEER TO END POVERTY AND HUNGER

GLENVIEW, ILLINOIS

- ▶ For National Volunteer Week, Glenbrook South students doubled their impact by organizing a two-week volunteer campaign centred on local and global poverty and hunger.
- ▶ Students packed brown bag lunches and shared them with children at an elementary school, where they also read to younger kids. Their Eat and Read initiative was so inspiring that it even attracted the attention of the local media!
- ▶ Their global initiative was an event called Halting Hunger, where students packaged seeds to send to farmers in developing communities. There was also a station where students could write about why they were passionate about the issue.
- ▶ By the end of the campaign, 400 students had joined together to volunteer a total of 4,700 hours!

Why was this an important cause to you?

"I strongly believe in the power of unity. If humans team up to accomplish something, they can do anything. All it takes is focus, organization and a desire to make a difference. For me, there is no better feeling than seeing the impact you have made on somebody and knowing that you have changed their life for the better."

How do you feel about what you accomplished?

"Our service club's motto is 'service over self.' Living by that motto has shown me that you gain so much more by giving to others than you do by receiving. Our school truly took on a new level of service by participating in We Volunteer Now. It feels fantastic to be part of such a great cause."

— LORI STEFFEL, 16



IF THE
GLOBAL VOLUNTEER
POPULATION
===== *REPRESENTED* =====

A COUNTRY
IT WOULD BE THE
8TH LARGEST
IN THE WORLD



#WeVolunteerNow

FOR MORE FACTS PLEASE VISIT WEDAY.COM/WEVOLUNTEERNOW



CREATIVE RESOURCE

GET TO KNOW YOUR VOLUNTEER TEAM

You've pulled together an all-star team for your National Volunteer Week activities. Ask your crew members to add self-portraits and some info about themselves so you can all get to know each other!

Draw your portrait!

NAME: _____

WHAT'S YOUR CAUSE? _____

WHAT'S YOUR ROLE? _____

WHY ARE YOU VOLUNTEERING? _____

NAME: _____

WHAT'S YOUR CAUSE? _____

WHAT'S YOUR ROLE? _____

WHY ARE YOU VOLUNTEERING? _____

NAME: _____

WHAT'S YOUR CAUSE? _____

WHAT'S YOUR ROLE? _____

WHY ARE YOU VOLUNTEERING? _____

WE STAND TOGETHER

MADE POSSIBLE BY



AN INITIATIVE OF



HOW DO YOU BUST A STEREOTYPE? YOU LISTEN. YOU LEARN. AND THEN YOU SPEAK UP
TO HELP EDUCATE OTHERS.

LET'S JOIN THE CONVERSATION MORE CANADIANS NEED TO BE HAVING. LET'S LISTEN,
LEARN AND TALK ABOUT THE CHALLENGES FACING ABORIGINAL CANADIANS TODAY, AS
WELL AS THEIR HUGE CONTRIBUTIONS TO CANADA'S PAST, PRESENT AND FUTURE.



WE STAND TOGETHER

Am In

AND ME

Three out of four Canadians believe that Aboriginal Peoples face discrimination in Canada, and yet so many of us are uncomfortable adding our voices to the conversation about the issue.

We Day is teaming up with the Martin Aboriginal Education Initiative to get more Canadians involved in the conversation about Aboriginal rights, culture and experiences. Ask your teacher to sign up for We Stand Together and we'll email you 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.

5 HOW-TO STEPS

1 SIGN UP

Ask your teacher to hit the big sign up button at weday.com/westandtogether. Once your group is signed up you'll be set to receive not just the daily facts, but also some extra background information, plus some questions designed to start conversations in your group.

2 HIT THE BOOKS

SPOILER ALERT: We've included the daily facts on page 49 of this kit. Go ahead and use them as a starting point for your own deeper research.

- ▶ Dig through the resources listed on page weday.com/westandtogether to go deeper into the info included in the daily facts.
- ▶ Looking for extra credit? Plan simple awareness-raising actions you can take for each daily fact, whether it's sharing on social media, learning a sentence in the language of a local Aboriginal People or giving a shout-out to an Aboriginal cultural centre in your community.

3 SHARIN' ON THE DAILY

Find creative ways to share and start conversations using the facts we'll send you every weekday from June 7 until June 20. As much as possible, you want to include people from your larger school or community.

- ▶ Get on the school announcements and share daily facts, plus some of the extra info we'll send you along with our emails. Challenge your school to learn more.
- ▶ Divide up some of the research topics you've looked into and have different group members write blogs, newspaper articles or creative responses.
- ▶ Bust out your phones and share daily facts on social media with [#WeStandTogether](#). Check us out on social media for additional infographics and content.



**KICK YOUR
CAMPAIGN
UP A NOTCH!**

Check out more helpful
resources online at
WEDAY.COM/WESTANDTOGETHER.



4 REACH OUT

Now that you've brushed up on your knowledge, look for opportunities to learn first-hand or start a dialogue with your local Aboriginal community or communities.

- ▶ Research different Aboriginal centres in your area and plan a day trip. This could include a community or friendship centre, museum, gallery or historical site.
- ▶ Look for local Aboriginal speakers, activists, storytellers, artists or dancers that you would like to hear from and ask about arranging a school visit.
- ▶ Interview an Aboriginal artist or activist from your community and do a presentation or write an article about their experiences.

5 REFLECT AND CHECK IN

You've learned a lot, and your group may have had to overcome assumptions they had about Aboriginal Canadians. Take some time to reflect on the new perspectives you've gained through the campaign.

- ▶ Hold a discussion group after your visit to a local Aboriginal centre. Who did you meet? What did you learn? What surprised you? How did your experience deepen the knowledge you gained through the daily facts or your own research?
- ▶ Keep a journal going during the campaign and make note of your reactions and responses to the info you're learning.
- ▶ Find out what local celebrations are happening for National Aboriginal Day and join the fun!

HIGHVIEW PUBLIC SCHOOL STANDS UP FOR ABORIGINAL RIGHTS

PEMBROKE, ONTARIO

- ▶ With the Algonquins of Pikwàkanagàn First Nation community a short distance from their school, Highview students feel a strong connection to Aboriginal issues.
- ▶ To encourage dialogue on Aboriginal history, culture and experiences, older students read stories by Aboriginal authors to younger classes and the school invited an elder to speak.
- ▶ Students also watched a traditional drumming performance and organized Inuit games, such as a high kick competition and the airplane game. These types of games were designed not just for entertainment and fun, but to help develop the physical strength, agility and endurance necessary for hunting and survival in the harsh Arctic environment.

What was the best part about the drumming performance?

"When they got us all up and dancing. The whole school was dancing, we were all going along to the music and it gave you a sense of connection. You felt like you were a part of something."

Why do you think it's so important to talk about Aboriginal issues?

"It's important to talk about it because if you don't, things will never improve. We need—not just as a school, but as a nation—to start respecting Aboriginal Peoples."

— JORDAN BLAIR, 13



THE ABORIGINAL POPULATION

IS THE FASTEST

GROWING *GROUP IN CANADA*



#WeStandTogether

FOR MORE FACTS PLEASE VISIT WEDAY.COM/WESTANDTOGETHER

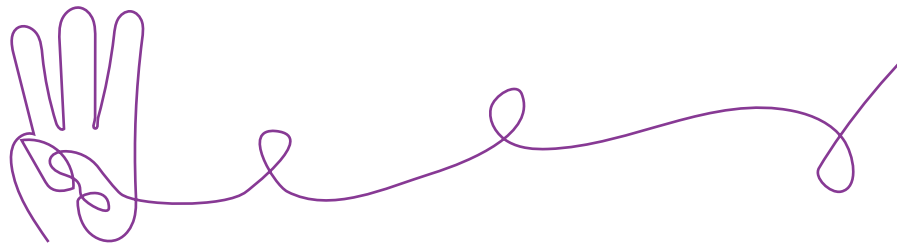
CREATIVE RESOURCE

10 DAILY FACTS



1. Aboriginal women make up four percent of Canada's population but they represent 11 percent of all missing women on record.
2. Nearly 28 percent of the Inuit population live in homes in need of major repairs, compared to seven percent of the non-Aboriginal population.
3. More than 10,000 homes on reserves lack indoor plumbing, limiting their access to safe, clean drinking water.
4. Alanis Obomsawin is an award-winning documentary filmmaker from the Abenaki First Nation. She has made more than 40 films chronicling Indigenous life in Canada.
5. The name Canada comes from "Kanata," the Iroquoian word for village.
6. Inuit games like the high kick and airplane game were designed to develop strength, agility and endurance for hunting and survival.
7. The average price of celery in Nunavut is \$10.45. That's nearly three times more expensive than in the rest of Canada.
8. Métis military commander, Gabriel Dumont, remains a popular folk hero, remembered for his selflessness, bravery and unrivaled skill during the 1885 Northwest Rebellion.
9. The Truth and Reconciliation Commission of Canada's final report on residential schools contains 94 calls to action.
10. The air inside an igloo can get as much as 40°C warmer than the temperature outside.

OTHER WAYS TO TAKE ACTION



TOP 10 AWARENESS RAISERS

1 CLASS PRESENTATION

Put your public speaking skills to good use and prepare a presentation for your class about a cause that speaks to you. Make it interactive with loads of questions, visual aids and a class discussion afterwards. Don't limit yourself to your homeroom. Move from classroom to classroom to help educate as many students as possible.

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?



6 SCHOOL CONCERT

Time to tune those guitar strings and practice covering songs by your favourite rock stars. Whether you're a garage band or the next Demi Lovato, this is your chance to play or sing your heart out. Remember to tie your event to an issue and educate your audience about your cause. You might want to take it a step further and select songs that highlight your issue.

7 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, colourful 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.

8 FASHION SHOW

Okay fashionistas, this one's for you! Flash your chic style on the runway to help raise awareness about the issue that matters most to you. Aspiring to be the next Coco Chanel? Feel free to design and stitch some pieces to debut at the show. Eager to change the way our clothing is made? Why not centre your event on labour rights and make it a used or ethical clothing show.

9 WACKY HAIR DAY

Everyone loves a cool hairdo. To show support for a cause you care about, try out a fun or silly hairstyle that gets people talking about your issue. Are you an advocate for animal rights? Get creative with gel or hairspray and make dog or cat ears. Don't have much to work with? No biggie! Try washable hair dye or a wig!

10 TALENT SHOW

Whether you're a class clown or a closet comedian; a drummer or a diva; a gymnast or a ballerina; this stage is yours. It's a night to put your talent towards a good cause and help empower others. Don't want to be in the spotlight? No worries! Why not shine backstage where you'll help organize the show and make all the magic happen?

Want more?

FOLLOW US ON SOCIAL MEDIA!



@weday | @metowe | @freethechildren

A HUGE THANK YOU TO OUR WE SCHOOLS NATIONAL SPONSOR

FSC LOGO-DO NOT
PRINT GREY BOX
PLEASE

