

THE WE SCHOOLS

*global workbook*



[WWW.WE.ORG](http://WWW.WE.ORG)

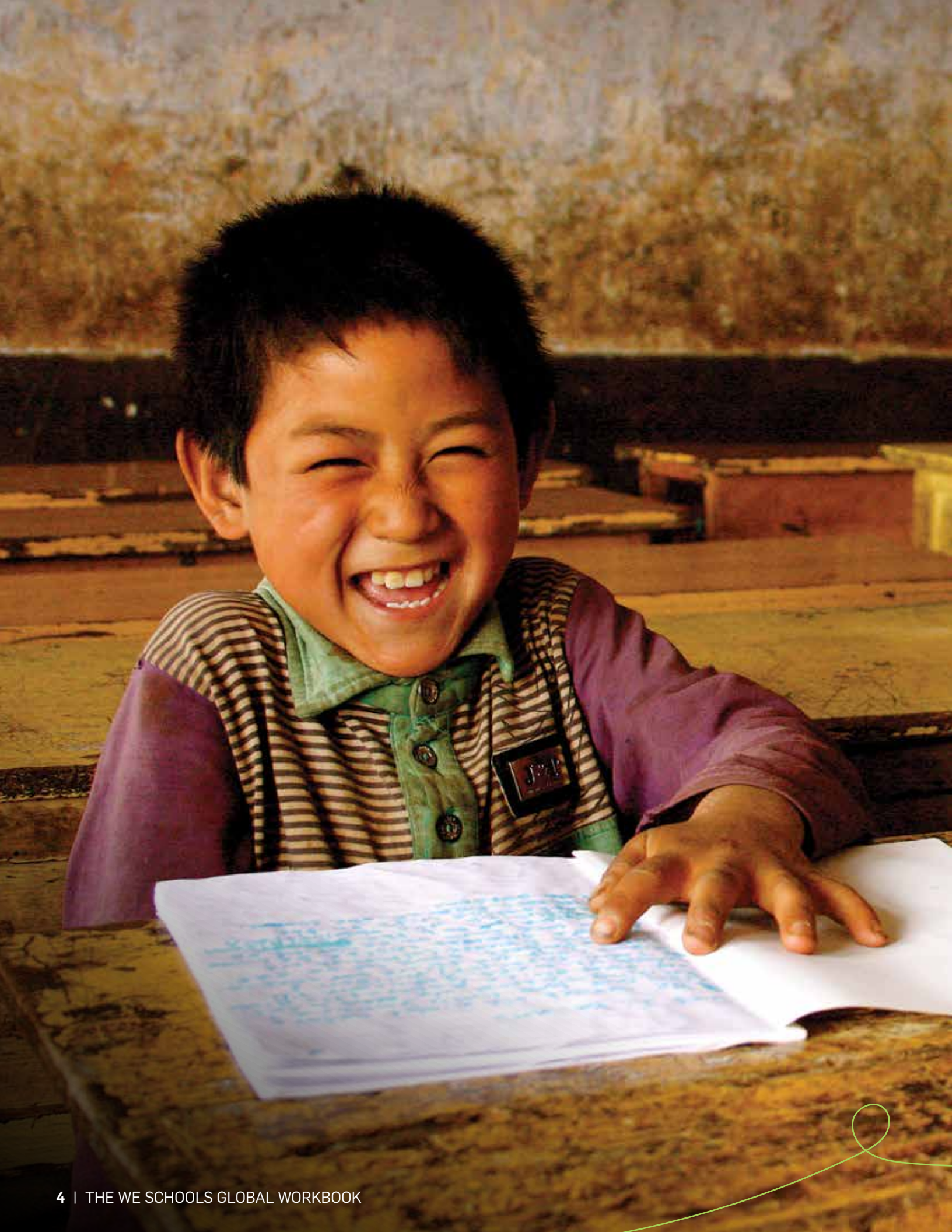


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# WELCOME TO THE GLOBAL WORKBOOK!



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This may look like a book, and it is—kind of—but it's got a little more to it. It's also a passport, giving you access to issues in countries and communities thousands of kilometres away. It's a life hack to make your next campaign a game-changer. It's a world map of your journey as a leader and the distance your impact will travel over the next year.

And yeah, it's also a book, but don't worry about getting it damaged. Bend the pages. Write in the margins. Get it dirty. Make it part of your story.

Inside you'll find some useful stuff: introductions to the world's most pressing issues, activities for finding the global issues that matter most to your group and some ready-to-run campaigns for taking action. And if there's anything you want to explore further, ask your teacher about the extra resources, lesson plans and other fun stuff you can use to deepen and celebrate your impact. A good place to start is [weday.com/weschools](https://weday.com/weschools).





# WHY TAKE GLOBAL ACTION?



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Travel writer Henry Miller wrote, "One's destination is never a place, but rather a new way of looking at things."

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

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

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

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



# ISSUE COMPASS



Okay, so you're about to go global with your actions, but where to start? Navigating through international issues can be tricky, so talk through the direction you want to take.

On page 30 of the Educator's Guide, your teacher has instructions for running an "issue compass" activity to help orient the group in taking global action. Use this worksheet to complete the activity.

## BRAINSTORMING GLOBAL ISSUES

Write down a list of all the global issues you can think of. If you were a world leader or a journalist, what kinds of problems would you take on? What issues are regularly highlighted on the news? What issues should people be aware of but likely aren't? What issues really bother you—even if you don't know a lot about them?

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# WHAT DO YOU KNOW ALREADY?

Once the class votes on their top four global issues, write them down in the top row of the following table. Then for each issue make note of what you already know. You can come back to this list later in the year to see how much you've learned.

|   | GLOBAL ISSUE #1 | GLOBAL ISSUE #2 | GLOBAL ISSUE #3 | GLOBAL ISSUE #4 |
|---|-----------------|-----------------|-----------------|-----------------|
| What do you know about the issue?                                 |                 |                 |                 |                 |
| Why is it important?  |                 |                 |                 |                 |
| Who does the issue most affect?                                   |                 |                 |                 |                 |
| What are the short-term effects on people? The long-term effects? |                 |                 |                 |                 |
| How can we make a difference?                                     |                 |                 |                 |                 |
| What challenges might we encounter when trying to help?           |                 |                 |                 |                 |





A photograph of a person in a wheelchair sitting at a desk. The person is wearing a pink long-sleeved shirt and light-colored pants. An open book with a green cover is lying on the floor next to their feet, which are wearing blue and white sneakers. The background is a blurred classroom setting.

# LEARN ABOUT GLOBAL ISSUES

ACCESS TO EDUCATION ↷

POVERTY ↷

FOOD SECURITY ↷

ACCESS TO CLEAN WATER ↷

ACCESS TO HEALTH CARE ↷

GLOBAL ISSUE

# *access to* EDUCATION

In 2000, the UN renewed a goal of ensuring universal primary education—that's free basic schooling for every child—by the end of 2015. Right now, the numbers don't look good. While a lot of countries have been gaining ground getting out-of-school kids back into the classroom, there are still about 58 million children who can't access education and progress has grinded to a halt.

Some kids are too poor to afford school fees. Others are too sick to attend class, or too hungry to concentrate when they do. Even more find themselves in situations of child labour, whether working in factories or pitching in on family farms to help their parents get by day to day.



## FAST FACTS

- ▶ There are 4 million more girls than boys who can't access education.
- ▶ Aid for education has fallen by 10% since 2010.
- ▶ If all women had a primary education, there would be 1.7 million fewer malnourished children.

## TAKE YOUR RESEARCH TO THE NEXT LEVEL!

Check out more info and stats on access to education worldwide at [weday.com/issue](http://weday.com/issue).



– 58 MILLION –



DON'T HAVE ACCESS TO  
EDUCATION

## TEACHER'S CORNER

Want to go deeper into the issue of access to education with your students? Check out the link above for more information, statistics and lesson plans for exploring local and global issues, or take action on education through the We Are Silent campaign on page 24.

# POVERTY

For a family, living in poverty can mean making impossible decisions. Do I buy food and go thirsty, or buy water and go hungry? Do I pay for school fees or hospital bills? Do I save for an emergency fund or try to pay my debts now? For some, there is barely enough money to survive from one day to the next.

Mahatma Gandhi once said, "Poverty is the worst form of violence." The effects of long-term poverty are damaging to health and development. Child poverty involves a significant lack of the basic requirements for healthy physical, mental and emotional development. Right now, one in six people living in developing countries lives on less than \$1.25 a day.

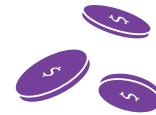


## FAST FACTS

- ▶ The rate of people living in extreme poverty has been cut in 1/2 since 1990.
- ▶ There is still a 25 percentage point difference in the rate at which men and women are employed.
- ▶ 70% of the world's poor live in rural areas.

## TAKE YOUR RESEARCH TO THE NEXT LEVEL!

Check out more info and stats on the issue of global poverty worldwide at [weday.com/issue](http://weday.com/issue).



**1 IN 6**

PEOPLE

IN DEVELOPING COMMUNITIES

*lives on less*



THAN \$1.25



— A DAY —

## TEACHER'S CORNER

Want to go deeper into the issue of poverty with your students? Check out the link above for more information, statistics and lesson plans for exploring local and global issues, or take action on poverty through the We Are Rafikis campaign on page 40.

GLOBAL ISSUE

# FOOD SECURITY

Food security means more than just keeping hunger at bay. It means having the tools and resources to give everyone access to the food they need to lead a fulfilling life.

Economic barriers are often the cause of food insecurity; whether the cost of food is too high in certain regions, or a family is struggling to make ends meet. At times, the challenges are related to a community's geography. A community might be located in a dry climate that makes farming difficult, or natural disasters like floods or drought might destroy an entire season's crops.

For the 805 million people who aren't getting the food they need, hunger is an everyday problem that affects every aspect of life.



## FAST FACTS

- ▶ 66 million primary-school-age children attend classes hungry across the developing world.
- ▶ It only costs \$0.25 per day to provide a child with the vitamins and nutrients for a healthy life.
- ▶ 1 in 6 children in developing countries is underweight.

## TAKE YOUR RESEARCH TO THE NEXT LEVEL!

Check out more info and stats on food security worldwide at [weday.com/issue](http://weday.com/issue).



— 805 MILLION —

PEOPLE DON'T HAVE

*enough food*



TO LEAD A



HEALTHY, ACTIVE LIFE

## TEACHER'S CORNER

Want to bring the issue of food security into your curriculum? Check out the link above for more information, statistics and lesson plans for exploring local and global issues, or take action on food security through the We Bake for Change campaign on page 48.

GLOBAL ISSUE

# access to CLEAN WATER

In 2010, the UN declared access to clean water to be a universal human right, but many countries are struggling to catch up. For the more than 800 million people who live without access to clean water, every drink puts health and well-being at risk. And without access to sanitation facilities, diseases like cholera, typhoid and dysentery spread quickly.

Many students—most often girls—miss school due to illness, or because they spend their days hauling water from distant sources rather than attending class.

When drought strikes, farms fail and entire villages go hungry. In times like these, access to water can mean the difference between life and death.



## FAST FACTS

- ▶ Only 0.007% of water on the planet is available for drinking.
- ▶ Farming accounts for 70% of all water usage worldwide.
- ▶ 1.8 million people will be living in regions of absolute water scarcity by 2025.

## TAKE YOUR RESEARCH TO THE NEXT LEVEL!

Check out more info and stats on access to clean water worldwide at [weday.com/issue](http://weday.com/issue).



— 800 MILLION —  
PEOPLE AROUND  
*the world*  
CAN'T ACCESS  
SAFE DRINKING WATER



## TEACHER'S CORNER

Want to bring the issue of access to clean water into your curriculum? Check out the link above for more information, statistics and lesson plans for exploring local and global issues, or take action on water access issues through the We Create Change campaign on page 32.

# access to HEALTH CARE

Health care provides the stability every community needs for development. Parents who have access to health care can run their farms and businesses with peace of mind, ensuring that their families are fed and their children can go to school.

Simple preventative health measures, like vaccinations for newborns and check-ups and vitamins for expecting mothers, could save up to 6.6 million lives every year, and yet in so many regions around the world, families go without even the most basic health care. Without treatment, many kids end up chronically sick and miss too much class to progress in school.



## FAST FACTS

- ▶ Children born into poverty are almost twice as likely to die before the age of 5 as those from wealthier families.
- ▶ 19% of total global spending on health was paid for by patients out of their own pockets in 2013.
- ▶ The maternal mortality ratio in developing regions is 14x higher than in developed regions.

## TAKE YOUR RESEARCH TO THE NEXT LEVEL!

Check out more info and stats on access to health care worldwide at [weday.com/issue](http://weday.com/issue).



– 6.6 MILLION –  
*children*

UNDER THE AGE OF FIVE

 **DIE EVERY YEAR,** 

PREVENTABLE CAUSES

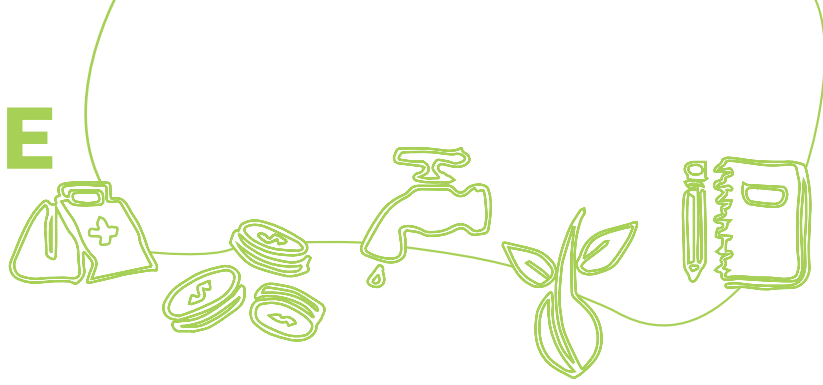
## TEACHER'S CORNER

Want to go deeper into the issue of access to health care with your students? Check out the link above for more information, statistics and lesson plans for exploring local and global issues, or take action for health care through the We Step Up campaign on page 56.





# WHY FUNDRAISE FOR ADOPT A VILLAGE?



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At only the age of 12, Craig Kielburger teamed up with a group of his friends to free children from labour and exploitation, and make the dream of education come true for every child.

These twelve 12-year-olds banded together to create the organization called Free The Children. They began by partnering with communities to build schools and help move kids out of sweatshops and into classrooms.

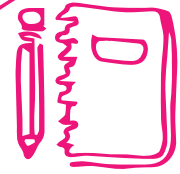
But in many countries, girls missed out on school because of household chores like fetching water—a task that often took hours and had them bringing back murky water that made them sick. So, we began building wells near schools and setting up health care programs, allowing girls to fulfill their responsibilities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

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



## EDUCATION

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



## ALTERNATIVE INCOME & LIVELIHOOD

With workshops on animal rearing and entrepreneurship, families have what they need to be self-sustaining. Parents can also discover new skills and invest in their children's futures.



## AGRICULTURE & FOOD SECURITY

Chew on this: if female farmers had the same resources as male farmers, up to 150 million more people would be fed. That's bananas! We teamed up with PotashCorp, founding sponsor of our Agriculture and Food Security pillar, to share a lesson package. Ask your teacher about downloading food security lesson plans from [weday.com/weschools](http://weday.com/weschools).



# SUSTAINABLE COMMUNITIES

## DID YOU KNOW?

### EDUCATION

Since 2010, the attendance rates at Manac Primary School in Haiti have increased by over 400%!



### CLEAN WATER & SANITATION

In 2014, two wells were rehabilitated in Udawad, India, providing clean water to over 800 families!



### HEALTHY

The maternity wing of the Kenyatta National Hospital in Kenya has seen a 50% increase in healthy births.



# UNABLE UNITY



## CLEAN WATER & SANITATION

Providing communities with access to clean water means girls get to dream big too and soak up the benefits of education. Families can keep themselves healthy and run successful and sustainable farms.



## HEALTH

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

## HEALTH

Working at Baraka Health helped deliver 213 babies!



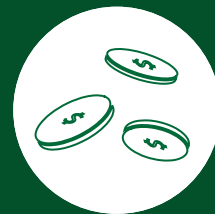
## AGRICULTURE & FOOD SECURITY

To date, Oleleshwa farm has provided more than two million meals to students in the lunch program!



## ALTERNATIVE INCOME & LIVELIHOOD

In 2014, over 160 workshops were organized for girls' clubs in Chimborazo, Ecuador!







# year of **ME TO WE**

## WHAT IT MEANS TO BE **WE** (NOT ME)

When we unite to do good, we don't just benefit ourselves and those around us. Together, we change the world! That's not just powerful—that's empowerment. And with empowerment comes choice. The choice to live better lives. To be better people. To help those who need it most. Because the future is created by what we do today.

When we connect to a country and a pillar of our holistic development model, amazing things can happen. Children can gain access to education and clean water. Families can live healthier lives and grow nutritious food. Whole communities can benefit from new income opportunities. Together, we can break the cycle of poverty and help others empower themselves to make impacts that last. So let's team up for good. Let's leave our world a better place than we found it.

This year, we want you to make a connection to empower communities and help change the world, together.

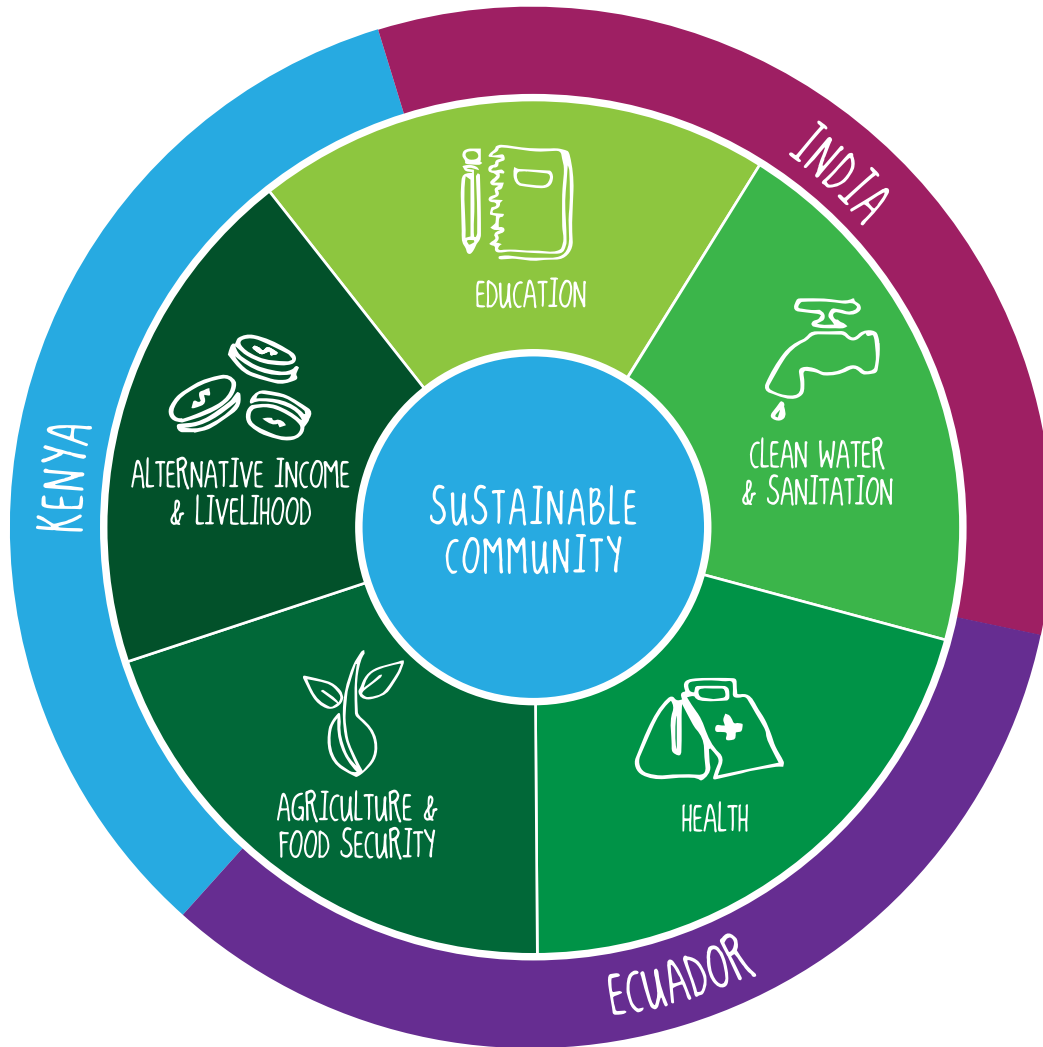
## THIS YEAR, CHANGE STARTS WITH **WE**

Free The Children is celebrating 20 years of change-making by shining a spotlight on our holistic, sustainable international development model, Adopt a Village.

But, WE need YOUR help. Because creating a world of difference requires all of us.

# READY TO BEGIN? GREAT! LET'S GET GOING.

STEP 1 → STEP 2 → STEP 3  
Connect to a country.      Connect to a pillar.      Start fundraising!



## WHAT'S YOUR GOAL?

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

## WANT TO DO MORE?

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

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

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



NOT FICTION  
Expository writing that  
true factual  
ion

is produced  
and not facts

OSY

ut  
d of  
ent

Thank you for an amazing year of action  
Burrus Hall Junior Public School II  
your kind and love that helps







# LET'S GET STARTED

- WE ARE SILENT →
- WE CREATE CHANGE →
- WE ARE RAFIKIS →
- WE BAKE FOR CHANGE →
- WE STEP UP →

# WE ARE SILENT

AN INITIATIVE OF



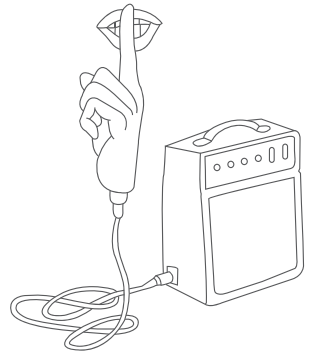
EVERYONE DESERVES TO HAVE THEIR VOICE HEARD, BUT ISSUES LIKE POVERTY, HUNGER, DISEASE, ACCESS TO WATER AND BARRIERS TO EDUCATION DROWN OUT THE VOICES OF KIDS AROUND THE WORLD. LET'S TAKE A VOW OF SILENCE TO CRANK UP THE VOLUME ON THE STRUGGLES OF KIDS FIGHTING FOR THEIR BASIC HUMAN RIGHTS. TOGETHER WE CAN MAKE OUR SILENCE HEARD.

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# WE ARE SILENT



Here's the plan: get together with your group and plan a vow of silence for Universal Children's Day on November 20. Collect pledges for every hour you go silent and raise money for Free The Children's holistic development model, Adopt a Village, made up of five core pillars that empower communities with the resources they need to make sure every child's voice is heard.

## 5 HOW-TO STEPS

### 1 SIGN UP

Make your way to [weday.com/wearesilent](http://weday.com/wearesilent) and ask your teacher to register your group for a vow of silence. Keep your We Code handy and the process will be super easy.

### 2 PICK YOUR PLEDGES

Once you've zipped your lips for the vow of silence, you won't be able to explain your cause to others, so you'll want to hit the books and learn as much as possible now.

#### **Here's how to get started:**

- ▶ In November, we'll be celebrating the Education pillar of Adopt a Village and the anniversary of the United Nations' Declaration of the Rights of the Child, so consider joining up with us to research and take action on the issue of universal access to education, or feel free to pick your own issue!
- ▶ Check out the Adopt a Village section of this workbook on page 18 as well as [weday.com/wearesilent](http://weday.com/wearesilent) for help finding stats and backgrounders on international issues.
- ▶ Keep track of the hours you volunteer for this campaign using We365. Visit [we365.com](http://we365.com) to download the app and join a community of people making the world more awesome.

### 3 PLEDGE UP

Sit down with your group and hash out the details of your campaign. How long will you go silent? How will you collect pledge money? Will you invite others to join you? How will you communicate with them without speaking?

#### **Here are a few things to keep in mind:**

- ▶ Ask your educator or group leaders if your school's EPC can join your next meeting and share info.

- ▶ Print out the hand-out cards on page 31 or copies of the infographic on page 30 so you have information you can give people once you're in the zone of silence.

**Once you know how you're going to run your campaign, you'll want to start spreading the word.**

- ▶ Friends and family are a great place to start spreading awareness and collecting pledges, but don't be afraid to set up a booth in the cafeteria or at a school event and talk to other students. Just make sure you get the go-ahead from your teacher or principal.
- ▶ Organize a schedule for your group members to give announcements, either to the whole school in the mornings or going classroom by classroom. Make sure to explain your cause and how others can get involved either by taking their own vow or pledging.
- ▶ Sometimes people who don't have money to pledge will want to join your group and fundraise, so always keep a few sign-up sheets ready for newcomers.



**WE ARE SILENT**

In our noisy world, going silent can make a HUGE statement. Imagine THOUSANDS of us went silent all at once to amp awareness on human rights? Now THAT would start a convo! Join our 24-hour vow of silence w/ [#WeAreSilent](https://www.instagram.com/wearesilent): [weday.com/wearesilent](https://www.weday.com/wearesilent). DYK for every hr U go silent, U can fundraise to help empower peeps in developing communities? Post what cause UR repping & how many hours U go silent for.



## 4 GO SILENT

Let's go silent. Make sure to coordinate phone alarms or a countdown to get everyone starting the vow at the same time. We recommend going silent for the school day or 24 hours max.

***But just because you're giving your vocal chords a break doesn't mean you have to stop communicating:***

- ▶ Hop on Twitter, Facebook and We365 to share your campaign experience with **#WeAreSilent**.
- ▶ Design a sign saying why you're going silent and wear it for the day. When you're done, post all of your group's signs together in the foyer to keep your message strong.
- ▶ Or, organize a silence relay. Design a "baton" or symbol you can pass from classroom to classroom as the school goes silent room by room. You could use a pencil if you're fundraising for education.
- ▶ Show a movie related to your issue over lunch. It'll be easier to stay silent and others can learn more about why you're going silent.

## 5 TURN IT UP

Throw a party to break the silence and celebrate with your group or your school. Take some time to talk about your experiences with the campaign and how not being able to speak affected you.

***Here's how:***

- ▶ Was it a powerful campaign for your school? Consider making a short YouTube video showing your school's participation and share it to spread awareness.
- ▶ After the long silence, take some time to express yourselves with a talent show with musicians, singers or speakers from your school community.
- ▶ Don't forget to let us know the impacts of your campaign!

# SHEPPARD PUBLIC SCHOOL VOWS TO MAKE THEIR SILENCE HEARD

KITCHENER, ONTARIO

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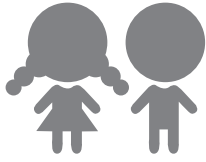
- ▶ On April 17, the social justice club at Sheppard Public School helped support We Day's We Are Silent campaign by encouraging classmates to stay silent as a sign of solidarity with those in the world who are deprived of basic human rights.
- ▶ To kick off the day, students formed a silence circle in front of their school to symbolize their unity with people whose voices are unheard. They also wore hospital masks inscribed with the issue they felt most passionate about and held up posters, spreading awareness to passers by.
- ▶ Later in the day, they joined hands and walked through every class to bring attention to their issue.
- ▶ While the focus of their campaign was to raise awareness among classmates and family, students also accepted pledges to fundraise for education in Sierra Leone.

## What was the best part about the campaign?

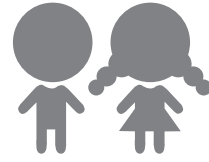
"Watching students in Grade 1 united in a cause and marching in silence alongside students in Grade 6 was incredibly moving to me. It brought a tear to my eye!"

- ANNA LUCAS, EDUCATOR

# 25 MILLION



# CHILDREN



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WILL NEVER GET TO GO TO

---



# SCHOOL

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**LET'S MAKE SURE  
EVERYONE GETS THEIR CHANCE**



*#WeAreSilent*

FOR MORE FACTS PLEASE VISIT [WEDAY.COM/WEARESILENT](http://WEDAY.COM/WEARESILENT)





# CREATIVE RESOURCE

## WE ARE SILENT CARDS

You're going silent, but that doesn't mean you can't speak up for your cause. Photocopy these cards or print them out from [weday.com/wearesilent](http://weday.com/wearesilent) and fill them out to let people know why you're going silent.

**WE ARE SILENT** | **WE DAY** 

I AM **SILENT** BECAUSE...

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**WE ARE SILENT** | **WE DAY** 

I AM **SILENT** BECAUSE...

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**WE ARE SILENT** | **WE DAY** 

I AM **SILENT** BECAUSE...

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**WE ARE SILENT** | **WE DAY** 

I AM **SILENT** BECAUSE...

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**WE ARE SILENT** | **WE DAY** 

I AM **SILENT** BECAUSE...

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**WE ARE SILENT** | **WE DAY** 

I AM **SILENT** BECAUSE...

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# WE CREATE CHANGE

MADE POSSIBLE BY



AN INITIATIVE OF



SOME THINGS DON'T ADD UP, LIKE WHY THERE ARE 800 MILLION PEOPLE LIVING WITHOUT ACCESS TO CLEAN WATER, OR WHY ONE IN NINE PEOPLE LIVES LIFE ON AN EMPTY STOMACH. BUT THERE ARE OTHER THINGS THAT DON'T JUST ADD UP, THEY MULTIPLY, LIKE THE IMPACTS WE MAKE WHEN WE TAKE ACTION TOGETHER.

RALLY YOUR SCHOOL OR COMMUNITY TO COLLECT COINS FOR SUSTAINABLE DEVELOPMENT PROJECTS OVERSEAS. TOGETHER WE CAN MAKE A WORLD OF CHANGE FOR COMMUNITIES LOOKING FOR THE OPPORTUNITY TO THRIVE.



# WE CREATE CHANGE



We Create Change is a national coin drive that proves that little things do add up. Pick an Adopt a Village development pillar to fundraise for and collect coins with your school or community.

## 5 HOW-TO STEPS

### 1 SIGN UP

Visit [weday.com/wecreatechange](http://weday.com/wecreatechange) and ask your teacher to sign up your group and get set up with campaign resources, like infographics you can post on social media.

### 2 READ UP

You're tackling some huge global issues with this campaign, so you're going to want to do some reading and get to know the roots of the problem.

- ▶ In March, we'll be celebrating the Clean Water and Sanitation pillar of Adopt a Village, so consider joining up with us to research and take action on the issue of clean water access, or feel free to pick your own issue!
- ▶ Check out the Adopt a Village section of this workbook on page 18.
- ▶ Start spreading the word about your campaign through daily announcements and put up the posters included in this kit to get more of your school involved.

### 3 COLLECT

Bust out your collection containers and bags and let the games begin. This is the best part.

- ▶ Use the sticker sheet to mark your collection containers so people can help you raise funds for the pillar you care most about. If you need to mark more containers, visit [weday.com/wecreatechange](http://weday.com/wecreatechange) for printable labels you can tape to pretty much anything.
- ▶ There are some classic ways to collect change: go classroom to classroom with a donation box or coordinate with a local store or restaurant to collect customers' change each day.

- ▶ Don't be afraid to step it up and try something new. Here are some ideas: host a student-vs-teacher dodgeball game and collect coins as an entry fee. Hold a school dance where students can vote on the playlist using change. Organize a movie screening and collect change at the door and concession area.
- ▶ A great way to get your school all-in on fundraising is to offer a big incentive that you have to work together to achieve, or compete to win. This can range from a pizza lunch for the top-fundraising class, to a dare that your principal or teachers will take if you raise a certain amount. Dye their hair for a day? Shave their heads? See what they're up for and get to it.



**KICK YOUR CAMPAIGN UP A NOTCH!**  
 Check out more helpful resources online at [WEDAY.COM/WECREATECHANGE](http://WEDAY.COM/WECREATECHANGE).



**WE CREATE CHANGE**

You may not realize it yet, but your loose change is about to make a legit difference. Get ready to connect UR change to a global cause w/ **#WeCreateChange**: [weday.com/wecreatechange](http://weday.com/wecreatechange). Search UR pockets, in between couch cushions & basically everywhere for the first coins that will help empower people in communities Free The Children works with! Share a pic of the change U found & post how much U wanna raise for developing communities around the world.



## 4 COUNT AND DELIVER

Okay, we said Step 3 was the best part, but Step 4 might be able to one-up it. This is where you get to count up all the change and figure out how big of an impact you've made. There are a few ways you can get this done.

- ▶ Roll as you go. Meet a couple times a week to roll coins and update your total. Use your announcements and classroom visits to update your school on how far you've come in your fundraising. This is a great opportunity to remind your school of any prizes or incentives you've got in store.
- ▶ Hold a big celebration and get everyone together to roll coins and get excited about the impact you've made as a group. Check out Step 5 for more on this.
- ▶ Take your rolled coins to a nearby RBC branch and deposit funds in your school account or mail a cheque to Free The Children, c/o (your EPC and We Code), Re: We Create Change, 233 Carlton Street, Toronto, ON M5A 2L2, Canada.
- ▶ Ask your teacher to drop your EPC a line once the donation is in or on its way and we'll make sure we add it to your school's total so we can give you props and send updates on the projects you're supporting.

## 5 PARTY TIME

You've pulled together to change lives. Now it's time to celebrate that change, plus reflect on what you've learned from the campaign.

- ▶ If you're hosting a party for your final coin count, there are lots of ways to make it fun and meaningful. Set up music and food and let people guess at the fundraising total while you count. Tally up the change and get a drumroll going for the big reveal. Closest guess gets a high-five from everyone. Yes, EVERYONE.
- ▶ Time for your close-up. Make sure you snap a pic when your group goes to drop off the coins at a local RBC branch. Share it on We365 with [#WeCreateChange](#) and let people know how you're making a difference.
- ▶ Set up a "props" circle where your group gives shout-outs to team members for their big wins during the campaign. Come ready with a shout-out for everyone so no one gets left out. At the end, have everyone share something they learned during the campaign and write it down on a piece of paper. Collect the papers in your collection containers so you can always go back and look at what you've gained from your experience.

# ÉCOLE MORDEN MIDDLE SCHOOL COLLECTS COINS FOR THE LOVE OF EDUCATION

MORDEN, MANITOBA

- ▶ In support of global education, six students at École Morden Middle School organized a coin drive through We Create Change.
- ▶ When the organizers emptied their cardboard schoolhouses, which every class had used as piggybanks, they counted a total of \$1,163.53!
- ▶ The highest-fundraising homeroom was awarded a free trip to the movies, but what really motivated the students was knowing that the funds they raised would benefit their peers in Eor Ewuaso, Kenya.
- ▶ For students at École Morden Middle School, the campaign offered new opportunities to learn about world issues and discuss the global impact of everyday actions.

## What was the impact of the coin drive?

"Students found it overwhelming that something as little as throwing in quarters could add up to that much. It was a great way to develop a global understanding and help students connect with kids all around the world. They really realized they can make a difference in the little things that they do."

- MARLANA CLAYTON, EDUCATOR

## Why did you think it was important to raise funds for education?

"Education really leads to how your life plays out. If you don't have an education, you can't get a job, so you're not making an income. You can't have money to feed your family."

- MOLLIE WHEELER, GRADE 7

### IT ALL ADDS UP

Whether you want to dominate your school's next fundraiser or save up for an international volunteer trip, it's all about managing money to hit your goals. Ask your teacher about bringing financial planning into the classroom with the It All Adds Up lesson package from [weday.com/wecreatechange](http://weday.com/wecreatechange).





**CLEAN  
WATER**  
HAS BEEN A

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UNIVERSAL HUMAN RIGHT

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**SINCE 2010**

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STILL

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**800 MILLION**  
**LIVE WITHOUT IT**



*#WeCreateChange*

FOR MORE FACTS PLEASE VISIT [WEDAY.COM/WECREATECHANGE](http://WEDAY.COM/WECREATECHANGE)



# CREATIVE RESOURCE

## COLLECTION CONTAINER LABELS

Peel off these labels and have your group members decorate your collection containers to let people know how your coin drive is changing the world. If you need more labels, visit [weday.com/wecreatechange](http://weday.com/wecreatechange) for a printable PDF of this sheet that you can cut out and glue to your containers.







# WE ARE RAFIKIS

MADE POSSIBLE BY



AN INITIATIVE OF



RAFIKI = FRIEND. AND BEING A FRIEND MEANS MAKING SURE OTHERS GET  
A CHANCE TO LIVE THE LIFE THEY WANT.

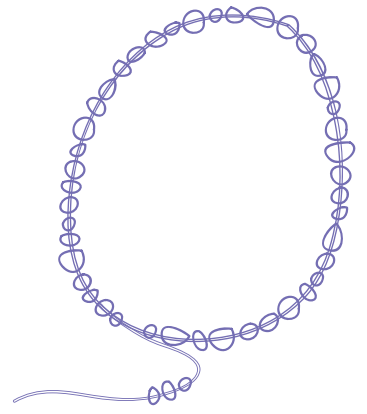
FUNDRAISE BY SELLING BEADED RAFIKI BRACELETS TO HELP A KENYAN ARTISAN  
CREATE A BETTER FUTURE FOR HERSELF AND HER FAMILY. EVERY BRACELET SHE  
MAKES HELPS HER EARN A LIVING, SEND HER CHILDREN TO SCHOOL AND SHARE THE  
POWER OF HER SKILLS AND TRADITIONS WITH THE WORLD.

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# WE ARE RAFIKIS



When you participate in the We Are Rafikis campaign, you and your friends unlock a lifetime of opportunity for a mama and her family. Just sign up, pick the Adopt a Village pillar you want to fundraise for and sell Rafiki Bracelets to support talented artisans overseas.

## 5 HOW-TO STEPS

### 1 SIGN UP

- ▶ Pick up your We Are Rafikis sample kit of five Rafiki Bracelets at a Staples location near you.
- ▶ Or, make your way to [weday.com/wearerafikis](http://weday.com/wearerafikis) and order your Rafikis.
- ▶ Use the sample Rafikis to show your friends and classmates what their options are.
- ▶ As a group, discuss how you'll price your Rafikis for sale. No matter what price you set, every Rafiki makes an impact on a different Adopt a Village pillar through a donation from Me to We. And if you choose to price your Rafikis a little higher, you can use the proceeds to fundraise for the cause of your choice as a sweet bonus.

### 2 TIME TO LEARN

Rafikis are wonderful little things because they make a triple impact: they earn income for the artisans who make them, they give meaningful gifts to families in Free The Children communities and they help you fundraise for the cause of your choice.

- ▶ In December, we'll be celebrating the Alternative Income and Livelihood pillar of Adopt a Village, so consider joining us to research and take action on the issue of poverty, or feel free to pick your own issue!
- ▶ Check out the Adopt a Village section of this workbook on page 18.
- ▶ Practice explaining the impact of a Rafiki Bracelet. This will help you get friends and family interested in buying and wearing one. Try entering a few Track Your Impact codes, found on the back of the packages and learn how each one makes a difference in its own way.

### 3 TELL. EVERYONE.

Get your whole school in on this by spreading the word any way you can.

- ▶ Use your sample kit of Rafiki Bracelets to show your fellow fundraisers what you've got. Use the pre-order cards on page 47 to start the selling early.
- ▶ Get your cause on the catwalk. Hold a fashion show at school and put sustainable fashion in the spotlight. This is a great chance to show off not only the beaded Rafiki Bracelets, but other hand-crafted jewellery of your own you may wish to fundraise with.
- ▶ Try to sell in December to help provide the perfect gift for holiday shoppers. Or try running a Mother's Day campaign in May to help your friends find a gift that connects one mama in Kenya to another in North America.





**KICK YOUR  
CAMPAIGN  
UP A NOTCH!**

Check out more helpful  
resources online at  
[WEDAY.COM/WEARERAFIKIS](http://WEDAY.COM/WEARERAFIKIS).

## 4 OPEN UP SHOP

You've got orders in, you've built some hype and now it's time to deliver.

- ▶ Get volunteers to go to classrooms delivering the Rafiki Bracelets. You can offer to deliver Rafikis as gifts with personalized messages and charge extra to deliver a note or card.
- ▶ Set up pop-up shops to sell Rafikis in the cafeteria or at special events. Sports games, school dances and talent shows are a great time for people to show their colours with a Rafiki!
- ▶ Snap some pics of your customers decked out in their new bling. Post pictures of your customers and get them to share with their friends and family to spread your message even further.

## 5 CELEBRATE WITH YOUR FRIENDS

So here's the thing: by the time you've wrapped up your We Are Rafikis campaign, you'll have made your school, your community and the world a friendlier place. Time to celebrate with your BRFs (best rafikis forever)!

- ▶ Hold a "Rafiki day" or a Rafiki dance party and encourage your school to come together and celebrate how you've made the world a friendlier place and supported women in Kenya.
- ▶ Ask your teacher to let your EPC know how many Rafikis you were able to sell as part of your fundraiser.
- ▶ Enter the Track Your Impact codes from your Rafikis and share your impact on social media.



# HOPEWELL AVENUE PUBLIC SCHOOL PROMOTES FRIENDSHIP AND EDUCATION WITH UNIQUE FUNDRAISER

OTTAWA, ONTARIO

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- ▶ From morning announcements and handmade posters to excited chatter between classes, the talk of Hopewell Avenue Public School during their two-week fundraiser was centred on the cool, colourful Rafiki Bracelets being sold by the We Schools club.
- ▶ For each beaded bracelet sold, one year of school supplies was given to a child in a community partnered with Free The Children. The proceeds also benefit the talented group of women who make them, as they earn a stable income that enables them to support their families and invest in their children's futures.
- ▶ Hopewell students aren't alone—their efforts contributed to the tens of thousands of Education Rafiki Bracelets sold worldwide since Me to We launched the campaign in September 2013.
- ▶ In the end, the club sold over 100 Education Rafiki Bracelets, giving children around the world the tools to succeed in school, it was a cause students really connected to.

What was the spirit like at your school during the campaign?

"All of a sudden, everybody was wearing Rafiki Bracelets! The students were really proud that they provided school supplies for more than 100 kids."

How did students connect what they were doing to the cause of education?

"It made them really reflect on how lucky they are to go to school and that they sometimes take education for granted."

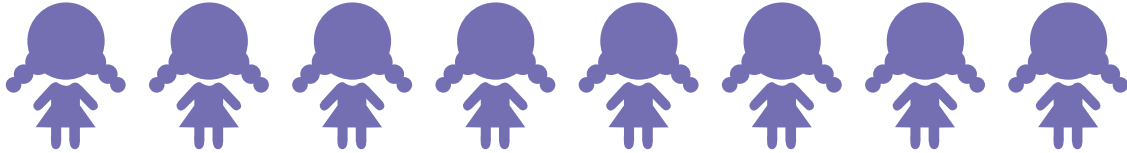
— LESLEY KATHNELSON, EDUCATOR

LESS THAN

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**1/2** OF WOMEN  
WORLDWIDE

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HAVE ACCESS TO ANY KIND OF

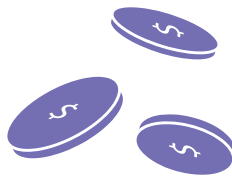
**FINANCIAL**  
INSTITUTION

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THAT MEANS NO HELP

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***SAVING, TAKING OUT LOANS***  
**OR PLANNING FOR THE FUTURE**



*#WeAreRafikis*

FOR MORE FACTS PLEASE VISIT [WEDAY.COM/WEARERAFIKIS](http://WEDAY.COM/WEARERAFIKIS)



# CREATIVE RESOURCE

## RAFIKI PRE-ORDER CARDS


Photocopy and hand out these cards so your customers can request which Rafikis they would prefer, depending on availability. You can base the number of kits you order on the most-requested Rafiki. When your Rafiki Bracelets arrive, you'll be able to divide them up on a first-come, first-served basis!

NAME: \_\_\_\_\_

RAFIKIS:                      TOTAL#:

|                                    |                       |
|------------------------------------|-----------------------|
| <input type="checkbox"/> Education | <input type="text"/>  |
| <input type="checkbox"/> Water     | TOTAL COST:           |
| <input type="checkbox"/> Health    | (# of Rafikis x \$10) |
| <input type="checkbox"/> Food      | <input type="text"/>  |
| <input type="checkbox"/> Income    |                       |

RAFIKI PRE-ORDER CARD




NAME: \_\_\_\_\_

RAFIKIS:                      TOTAL#:

|                                    |                       |
|------------------------------------|-----------------------|
| <input type="checkbox"/> Education | <input type="text"/>  |
| <input type="checkbox"/> Water     | TOTAL COST:           |
| <input type="checkbox"/> Health    | (# of Rafikis x \$10) |
| <input type="checkbox"/> Food      | <input type="text"/>  |
| <input type="checkbox"/> Income    |                       |

RAFIKI PRE-ORDER CARD




NAME: \_\_\_\_\_

RAFIKIS:                      TOTAL#:

|                                    |                       |
|------------------------------------|-----------------------|
| <input type="checkbox"/> Education | <input type="text"/>  |
| <input type="checkbox"/> Water     | TOTAL COST:           |
| <input type="checkbox"/> Health    | (# of Rafikis x \$10) |
| <input type="checkbox"/> Food      | <input type="text"/>  |
| <input type="checkbox"/> Income    |                       |

RAFIKI PRE-ORDER CARD




NAME: \_\_\_\_\_

RAFIKIS:                      TOTAL#:

|                                    |                       |
|------------------------------------|-----------------------|
| <input type="checkbox"/> Education | <input type="text"/>  |
| <input type="checkbox"/> Water     | TOTAL COST:           |
| <input type="checkbox"/> Health    | (# of Rafikis x \$10) |
| <input type="checkbox"/> Food      | <input type="text"/>  |
| <input type="checkbox"/> Income    |                       |

RAFIKI PRE-ORDER CARD




NAME: \_\_\_\_\_

RAFIKIS:                      TOTAL#:

|                                    |                       |
|------------------------------------|-----------------------|
| <input type="checkbox"/> Education | <input type="text"/>  |
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| <input type="checkbox"/> Health    | (# of Rafikis x \$10) |
| <input type="checkbox"/> Food      | <input type="text"/>  |
| <input type="checkbox"/> Income    |                       |

RAFIKI PRE-ORDER CARD




NAME: \_\_\_\_\_

RAFIKIS:                      TOTAL#:

|                                    |                       |
|------------------------------------|-----------------------|
| <input type="checkbox"/> Education | <input type="text"/>  |
| <input type="checkbox"/> Water     | TOTAL COST:           |
| <input type="checkbox"/> Health    | (# of Rafikis x \$10) |
| <input type="checkbox"/> Food      | <input type="text"/>  |
| <input type="checkbox"/> Income    |                       |

RAFIKI PRE-ORDER CARD



# WE BAKE FOR CHANGE

MADE POSSIBLE BY



AN INITIATIVE OF



GET TOGETHER WITH FRIENDS AND FAMILY TO WHIP UP A BATCH OF SOMETHING UNFORGETTABLE. YOU'LL MAKE AWESOME MEMORIES WITH BFFS WHILE SELLING DELISH TREATS TO MAKE A WORLD OF DIFFERENCE FOR CHILDREN IN DEVELOPING COMMUNITIES. BECAUSE EVERY FAMILY SHOULD HAVE THE INGREDIENTS THEY NEED FOR A BRIGHTER FUTURE.



# WE BAKE FOR CHANGE



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

We Bake for Change is your chance to bring people together and raise money for communities working for a brighter future. So apron up and get ready to show the world that making a difference is a piece of cake.

## 5 HOW-TO STEPS

### 1 SIGN UP

Get yourself signed up for all the fun at [weday.com/webakeforchange](http://weday.com/webakeforchange) —you'll need your teacher to register.

### 2 BAKERS UNITE!

***Whip up your dream team of bakers and change-makers and decide which cause you'll be baking for:***

- ▶ In February, we'll be celebrating the Agriculture and Food Security pillar of Adopt a Village, so consider joining up with us to research and take action on the issue of food security, or feel free to pick your own issue!
- ▶ Check out the Adopt a Village section of this workbook on page 18.
- ▶ With your team, divvy up jobs so everyone has a part to play in making your bake sale legendary. You're going to need people to tackle organizing, promoting, baking, setting up, selling and cleaning up afterwards.

### 3 LET EVERYONE KNOW

Everybody loves a bake sale, so make sure your school community knows that there will be some seriously delicious baking going down soon.

- ▶ Spread the word through posters, school announcements and social media. Make sure you always include the most important details: the time, day and location of the event.

- ▶ Turn up the heat on the issues your bake sale is tackling. Is your group fundraising for agriculture and food security? Share facts and explain why your cause matters. Check out the issues pages of this workbook for more info.
- ▶ Post sneak peeks of your baked goods on social media. Get people hungry for the change you're serving up.



*See recipe*  
on page 55



## 4 BAKE UP A STORM

Time to bust out your eggbeaters, because things are about to get real. Sit down as a group to figure out which recipes you want to cover (see page 55 for ideas), check to make sure you've got options for different dietary restrictions and then start your ovens, because it's time to get baking.

- ▶ Try to plan for vegan, gluten-free, dairy-free, nut-free or health-conscious options if possible.
- ▶ Organize a baking party if you have a space big enough to bring everyone together. You'll be making memories while you bake. Plan teams who can do food prep, measuring, mixing, baking and packaging so you aren't all trying to use the oven at the same time.
- ▶ If you're doing your bake sale on Valentine's Day, consider decking out your treats with hearts or offer to deliver treats with special messages on February 14.

## 5 SHOW TIME

Arrive early and give yourself time to set up in a busy area of the school. Bring enough coins and bills to provide change because your treats are going to be flying off the table.

- ▶ Assign one team member to be the "money" person so no one is handling both the cash and the baked goods.
- ▶ If treats aren't individually packaged, make sure you have tongs or spatulas to pick up cookies and squares, and have napkins on hand for when you serve people.
- ▶ Mark a price (or donation suggestion) for each treat. Remind people what cause you're fundraising for.
- ▶ TREAT YOURSELF! Make sure you get to try some of the treats—this will help you describe the different options and make recommendations.



# BURROWS HALL JUNIOR PUBLIC SCHOOL BAKES FOR CHANGE

SCARBOROUGH, ONTARIO

- ▶ Students at Burrows Hall Junior Public School decided to promote healthy eating habits by hosting a “Nutritious and Delicious” bake sale through We Day’s We Bake for Change campaign.
- ▶ The key to their success was getting as many people involved as possible. Some students made handmade posters with pictures of healthy snacks and wrote catchy announcements while others decided on affordable prices and made sure to thank everyone for supporting the cause.
- ▶ Their first bake sale was such a hit that they decided to hold two more, raising over \$500, enough to provide 10 goats to families in developing communities.

## What inspired you to organize a bake sale?

“Food brings people together so a bake sale is a perfect way to provide a treat and share a message. In our case, we wanted to let our school know that we can eat healthy snacks while helping empower women in developing farming communities.”

– LANA PATEL, 11

## How do you feel about what you accomplished?

“It feels so special to know that I can have an impact on so many levels. As a student, it changes the way you think about your mission in life. My mission is to help others in need and that makes me feel empowered!”

– PRATINAV PATEL, 12



**1 IN 9 PEOPLE ON THE PLANET**

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DOESN'T HAVE ENOUGH FOOD

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**TO LEAD AN ACTIVE AND HEALTHY LIFE**

*#WeBakeForChange*

FOR MORE FACTS PLEASE VISIT [WEDAY.COM/WEBAKEFORECHANGE](http://WEDAY.COM/WEBAKEFORECHANGE)

# CREATIVE RESOURCE

## WE BAKE FOR CHANGE RECIPES



### COOKIE LOLLIPOPS

If a warm cookie fell in love with a popsicle, you'd get this melt-in-your-mouth treat.

#### Ingredients

##### COOKIES

- 1 cup (250 mL)** all-vegetable shortening
- ¾ cup (175 mL)** packed brown sugar
- ½ cup (125 mL)** sugar
- 2 tbsp (30 mL)** milk or water
- 2 tsp (10 mL)** vanilla extract
- 2** eggs
- 2 ¼ cups (550 mL)** all-purpose flour
- 1 tsp (5 mL)** baking soda
- ½ tsp (2 mL)** salt
- 2 cups (500 mL)** chocolate chips (semi-sweet, milk, white or a combination)

##### DECORATION

- 1 cup (250 mL)** semi-sweet chocolate, melted

#### TOOLS

- baking sheets •parchment paper •dry measuring cups •measuring spoons •handheld or stand electric mixer
- 1 large mixing bowl •36 wooden sticks •wire cooling racks

#### Directions

- 1. Preheat** oven to 350°F (180°C). Line baking sheets with parchment paper.
- 2. Beat** shortening, sugars, milk and vanilla in bowl until creamy. Beat in eggs, one at a time. Add flour, baking soda and salt, mixing until incorporated. Add in chocolate chips.
- 3. Roll** 2 tbsp (30 mL) of dough into a ball. Insert wooden stick in centre. Place on prepared baking sheets 2" (5 cm) apart. Flatten cookies slightly.
- 4. Bake** in preheated oven 12 to 14 minutes or until cookies are golden and just set. Cool on baking sheets for 3 minutes. Gently remove to wire racks and cool completely.
- 5. Drizzle** cooled cookies with melted chocolate.

### APPLESAUCE OATMEAL COOKIES

Criss-cross applesauce and oatmeal to make these delicious cookies. Don't be surprised by how quickly these go!

#### Ingredients

- 1 cup (250 mL)** packed brown sugar
- ¾ cup (175 mL)** unsweetened applesauce
- ¼ cup (50 mL)** butter, melted
- 1** egg
- 1 tsp (5 mL)** vanilla extract
- 1 ¾ cups (425 mL)** oats
- 1 ½ cups (375 mL)** all-purpose flour
- 1 tsp (5 mL)** baking powder
- 1 tsp (5 mL)** baking soda
- 1 tsp (5 mL)** cinnamon
- ½ tsp (2 mL)** salt
- ½ cup (125 mL)** raisins
- ½ cup (125 mL)** semi-sweet chocolate chips

#### TOOLS

- baking sheets •parchment paper •large mixing bowl •dry measuring cups •measuring spoons •wooden spoon •wire cooling rack

#### Directions

- 1. Preheat** oven to 350°F (180°C). Line baking sheets with parchment paper.
- 2. Stir** together brown sugar, applesauce, butter, egg and vanilla in a large mixing bowl. Mix in oats, flour, baking powder, baking soda, cinnamon and salt until ingredients are combined well. Stir in raisins and chocolate chips.
- 3. Place** by rounded tablespoon (15 mL) 2" (5 cm) apart on prepared baking sheets.
- 4. Bake** in preheated oven 12 to 13 minutes or until golden. Cool on wire cooling rack.

# WE STEP UP

AN INITIATIVE OF



WE KNOW YOU'VE GOT MOVES. WORLD-CHANGING MOVES. MOVES THAT GET PEOPLE ON THEIR FEET.

GET YOUR GROUP TOGETHER AND GET ACTIVE WITH A BIG EVENT LIKE A DANCEATHON, WALKATHON OR SPORTS TOURNAMENT TO FUNDRAISE FOR FAMILIES IN DEVELOPING COMMUNITIES. STEP UP AND SHOW THE WORLD HOW YOUR MOVES CAN START A MOVEMENT.



# WE STEP UP



Sometimes taking action means getting active, and that's what We Step Up is all about: getting your group moving for a good cause. 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.

## 5 HOW-TO STEPS

### 1 SIGN UP

Okay, so you don't actually have to move for this part, but feel free to dance around a little while you visit [weday.com/westepup](http://weday.com/westepup) and get signed up for the campaign with your teacher. That's also where we keep digital resources like pledge forms. Check it out!

### 2 BUST OUT THE BOOKS AND BROWSERS

It always helps to study up before you step up. The better you know your cause, the better you can convince others to get on board.

- ▶ In May, we'll be celebrating the Health pillar of Adopt a Village, so consider joining up with us to research and take action on the issue of access to health care, or pick your own issue!
- ▶ Check out the Adopt a Village section of this workbook on page 18.
- ▶ While you're doing research, make notes on the statistics, stories and information that speak to you and jot down the sources you learned them from. You'll be able to use these when you're promoting your fundraiser, plus you'll be able to back up your facts.

### 3 BUILD THE HYPE

Putting on a good event is all about getting people excited. Visit classrooms with pledge forms or team sign-up sheets (download from [weday.com/westepup](http://weday.com/westepup)) to get new teams to tag in. Then build hype for the rest of the school.

- ▶ Doing a danceathon? Come up with some fun award categories and talk to local businesses about donating prizes for the best dance routine, best costume and biggest fundraising total. Get competitors to do teaser performances at a school assembly or post pictures or videos of them dancing in their costumes to drum up interest.
- ▶ Is your school putting on a prom? Ask your prom committee about having students donate as part of their ticket purchase.
- ▶ Planning a sports tournament? Start some friendly rivalry between teams. Teachers vs. students. Soccer team vs. volleyball team. Ask teams if they'd be willing to brag over morning announcements to build up drama or challenge other teams for fun—as long as it stays friendly!
- ▶ Thinking about a walkathon? Find out if your teachers or principals would be willing to agree to a dare depending on how much you fundraise together. See if they'll agree to do the walk in a ridiculous costume if you can hit your shared pledge goals.



#### WE STEP UP

Turn up the bass 'cause we're dancing like no one's watching for a global cause. Join **#WeStepUp**: [weday.com/westepup](http://weday.com/westepup). Invite everyone U know & throw an event like a dancethon, or sports tourno to fundraise for developing communities around the world. Share a pic from UR event! How much did U raise?



## 4 PLAN LIKE A PRO

You want your event to go as smoothly as possible, so you'll want to prepare as much as you can ahead of time and find volunteers to help.

- ▶ You'll need a space for your event. The school gym is usually best for a dance or tournament. For a walkathon, use sites such as [walkjogrun.net](http://walkjogrun.net) to plan a safe walking route near your school. It may also help to choose an early turn-off that will let younger students walk a shorter version of the route. We recommend five kilometres for older students and three for younger ones.
- ▶ If you're going to ask to run the event on school property or during school hours, which is best for participation, you'll have to run it by your school's administration first. Ask your teacher or EPC for help putting together a request.
- ▶ You may also want to ask your school for extra help running the event. Is there a student or teacher with experience refereeing? Or someone who can teach the entire school some dance moves? A supervisor who can station volunteers along your walking route? You should have your own group cover the essential jobs like selling or collecting tickets at the door or checking pledge forms.
- ▶ Decide if you're going to be fundraising by collecting pledges, or selling event tickets, or both. That will help you figure out what roles you need to fill.

## 5 FOLLOW UP AND REFLECT

Now that you're done your fundraiser and everyone is all like, "Yeah! That was AWESOME!" What's next? A big event like this can actually be a great chance for you to engage your whole school in thinking about how their actions contribute to a better world. Deep stuff. Check it out:

- ▶ After the event, sit down as a group and brainstorm the highlights, as well as what impacts you're most proud of. Put together a "high-five" impact report with five ways the school community made the event a success and share it on the announcements, along with information about how students can get involved with your group. Check out the lesson plans at [wedday.com/westepup](http://wedday.com/westepup) for an activity for coming up with compelling impacts like:
  - We got 100 students involved in a great cause!
  - Together we walked a distance that adds up to 300 kilometres.
  - We raised \$1,000—enough to provide four expecting mothers with the check-ups, vitamins and vaccines they need to keep their growing family healthy before and after giving birth.
- ▶ Put together a photo collage and display it in a public place like a bulletin board or trophy case at your school, along with a description of the impact you all made together. Help your school community understand the power that their actions have when they come together.



# MARYSVILLE PILCHUCK HIGH SCHOOL POOLS THEIR PENNIES FOR EDUCATION

MARYSVILLE, WASHINGTON

- ▶ In support of Free The Children's Year of Education—an initiative to build 200 schools in developing communities—Marysville students organized a string of fundraising events for a schoolroom in Kenya through a campaign they called the "Million Penny Project."
- ▶ Students chose the name when they learned that it costs \$10,000 to build a school—the equivalent of a million pennies. With car washes and coin drives, they were able to raise about \$3,000 for their cause.
- ▶ Students also reached out to people in their community by sending letters to family members and local business owners, educating them about what they were doing and letting them know how they could help.

## What was the biggest takeaway from the Million Penny Project fundraiser?

Trying to wrap [my] brain around the reality that providing schools is not enough if kids don't have enough food or the shelter or the medical care or the income to be able to take advantage of that opportunity. You really need to have this big picture approach, which is what I like about Adopt a Village."

– JIM STRICKLAND, EDUCATOR

## What was it like meeting Craig Kielburger?

"It was probably one of the greatest experiences of my life. I told him my dream is to change the world and he said, 'I believe in you.' And I said, 'I believe in you because you're doing it right now.' I really hope we end up impacting everybody because it's a dream and it's going somewhere."

– KEITH LASHER, GRADE 12

===== MORE THAN =====

# 1/2

**OF EARLY CHILDHOOD DEATHS**



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# CREATIVE RESOURCE

## WE STEP UP TICKETS

Sell tickets for your dance or sports tournament to get people excited for the event. Photocopy these tickets and keep track of your sales so you know how many people are coming. Or raise money by collecting pledges. Download a printable pledge form at [weday.com/westepup](http://weday.com/westepup).



# OTHER WAYS TO TAKE ACTION



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## TOP 5 FUNDRAISERS

### 1 CAR WASH

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

### 2 YARD SALE

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

### 3 SILENT AUCTION

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

### 4 WINTER MARKET

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

### 5 FUN FAIR

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



# TOP 5 AWARENESS RAISERS

## 1 ESSAY WRITING COMPETITION

Are you a wizard with words? Prove it! Put your writing skills to the test by holding an essay writing competition that highlights a cause you care about. Are you a women's rights activist? Or passionate about access to education? Whatever issue inspires your creativity, now is your chance to educate others. The winning piece can be featured in the school newspaper or newsletter.

## 2 TRIVIA LUNCH

Being quizzed can be fun. Seriously! Start by choosing an issue to explore with your friends. Are you a champion for children's rights? Or maybe you want to raise awareness about global health issues. Write out questions that ask the important stuff about your issue. Once you've dug up the answers, host a trivia lunch... and let the fun begin!

## 3 COFFEEHOUSE

Some of you may be too young for coffee, but no one is too young to jam out to awesome music. Whether you're a slam poetry prodigy, a guitar genius or an admirer of all things acoustic, a coffeehouse is a great way to bring people from your community together to shine a spotlight on an issue close to your heart.

## 4 MOVIE NIGHT

Lights, camera, take action! Help educate parents, teachers and classmates on an issue you're passionate about by holding a screening of your favourite documentary. Make colourful posters to advertise the event. Be sure to have a discussion after the movie to find out how people felt about what they saw. Want to take it a step further? Make it a weeklong festival and show a different film each night.

## 5 DRESS-DOWN DAY

Skip the dress code for a good cause. If you wear a school uniform, this is your chance to dress in casual clothes for the day. If laid-back apparel is how you roll, why not have fun with it and dress as your favourite movie character or teacher? Better yet, drape yourself from head to toe in one of the Adopt a Village pillar colours. Pink for education; blue for water; red for health; purple for alternative income; and green for agriculture.







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