

**WE
DAY**

**WE
ACT**

IMPACT REPORT

2012/2013 *academic year*

AN INITIATIVE OF

**FREE THE
CHILDREN**



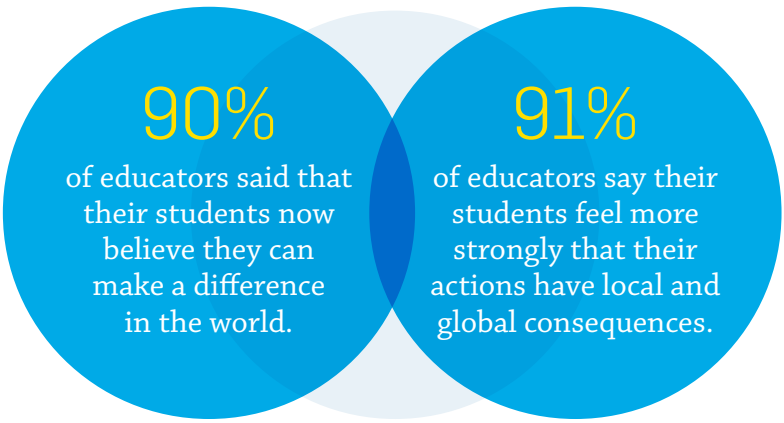
Why We Act?

Our impact

Combining social issues education with meaningful community service, We Act provides the practical tools needed to turn inspiration into knowledge and action. Designed as a menu of resources available to educators and students, the We Act program can be used in-class to achieve community service initiatives or as extracurricular activities within student-led clubs. The resources are flexible to enhance a school's existing initiatives or to spark new ones.

By committing to one local and one global action through We Act, students earn their tickets to We Day. A stadium-sized event, We Day connects world-renowned speakers and performers—from Magic Johnson and Mikhail Gorbachev to Demi Lovato, Nelly Furtado and Jennifer Hudson—together with thousands of students and educators in an inspirational setting.

Now in the U.S. and debuting in the UK in 2014, We Day and We Act are making an impact nationally and internationally, increasing student engagement in their schools and communities.



“It’s an incredibly powerful movement in which adults are becoming observers. The power of youth should never be underestimated and We Act is proof.”

—EDUCATOR, ROSSBURN COLLEGIATE, MANITOBA

Why should your school get involved?

Through Free The Children's We Act program, students are more engaged in their school and community. From transforming student behaviour to building leaders, our programs:

- » Increase student engagement in the classroom
- » Create a more caring school culture
- » Deepen connections between students and teachers
- » Increase lifelong commitment to philanthropy among students
- » Develop students' sense of responsibility toward local and global communities
- » Educate, engage and empower students

Independent third-party research by U.S.-based social impact consulting firm Mission Measurement shows that the We Act program transforms school communities.



DURING THE 2012/2013 PROGRAM YEAR, EDUCATORS REPORTED ON THE EFFECT OF WE ACT IN THEIR SCHOOL.

79%

of educators said they developed relationships with students that they would not have otherwise.

73%

of educators reported there was a greater atmosphere of caring and compassion in their school.

69%

of educators felt a renewed sense of purpose as a teacher.

69%

of students left We Day believing they could be a leader of social change as a result of the program.

78%

of educators agreed that their students are now more confident in their ability to set goals and see them through to completion.

66%

of educators report their students have made new friendships because of their participation.



We Act: *Get Started*

STEP 1: SIGN UP FOR WE ACT

Engage and inspire your students to change the world. Sign up for We Act and make a difference.

Your school will:

- » Commit to one local and one global action, either to raise awareness about an issue or to fundraise for a cause, earning your way to We Day.
- » Submit progress reports to your Youth Programming Coordinator (YPC) or your Educational Programming Coordinator (EPC) about your positive actions. If you don't know who your YPC or EPC is, email youth@freethechildren.com.

In return, we will support you with:

- » Educational tools and curricular resources to kick-start your year of action.
- » Access to a YPC or EPC, who will provide personalized support all year long.
- » Professional development sessions for educators.



WE ACT SCHOOLS IN 2012/2013
ACROSS NORTH AMERICA:

250

school boards, districts and divisions participated in the We Act program.

4,527

schools committed to the We Act program.



STEP 2: GET INSPIRED

We Day is the spark that ignites your year of action. Every year, speakers, cultural icons and performers take to the stage at We Day, inspiring youth through messages of hope and a call to action. Students attend the event or watch the live webcast and bring those messages back to their schools, mobilizing their peers to take action on the issues they care about.

160,000

participants attend We Day events across North America annually.

585,894

youth in 2012/2013 were mobilized by the message of change brought back by their peers.

“ I appreciate the freedom and inclusivity of your organization. You are not asking us to change what we believe or what we are doing, but provide a global foundation for the important work that we all are trying to do to make the world a better place. We Act is for everyone.”

—EDUCATOR, E.D. FEEHAN CATHOLIC HIGH SCHOOL, SASKATCHEWAN



THE FIVE MOST POPULAR ORGANIZATIONS THAT STUDENTS CHOSE TO SUPPORT IN 2012/2013 WERE:

- 1** FREE THE CHILDREN
- 2** WORLD VISION
- 3** UNICEF
- 4** SAMARITAN'S PURSE
- 5** RED CROSS

STEP 3: TAKE ACTION

Students take the inspiration of We Day and harness it into tangible action that creates real change in their local and global communities. When students are educated and informed, they are empowered to use their own unique skill sets to make a difference.



IN THE 2012/2013 SCHOOL YEAR

4.5 MILLION

hours were spent volunteering in the community.

\$11 MILLION

was raised by students for Free The Children and other charities.

875,000

pounds of food were collected by students during We Scare Hunger.

1.2 MILLION

hours of silence logged to raise awareness were about children around the world who are denied their rights.

STEP 4: SHARE YOUR ACTIONS

Set your goals and report on your school's actions through a fall report and a spring report to your YPC or EPC. With your feedback we can:

- » Measure tangible outcomes of the We Act program.
- » Tailor the support that We Act schools receive from their YPCs and EPCs.
- » Celebrate and honour the work of students.
- » Measure the impact of each school in large-scale change.



Making Change Count



DR. SWIFT MIDDLE SCHOOL
ALBERTA

STEP 5: GO FURTHER

As part of your school's involvement in We Act, you will be offered a spot at a free educator training session delivered by Free The Children's educator outreach team and hosted by school board and district partners. The workshop title for the 2013/2014 year is "Communities of Change."

At the professional development sessions, we aim to:

- » Align participation in We Act with relevant ministry priorities and learning objectives.
- » Provide educators with powerful examples and educational resources in support of student empowerment through We Act.
- » Engage in meaningful discussion around social issues, pedagogy theory and cross-curricular approaches to their application in practice.
- » Create opportunities for educators to network and share strategies and best practices for developing student skills, such as leadership and organization, through student-led initiatives.

Remember the penny? It may have been small, but the students of Dr. Swift Middle School discovered it could have a big impact. Their penny-collecting efforts began after they attended We Day Alberta. Hearing about the lack of access to clean water in developing communities, the students were determined to fill every penny bag they received from the event to capacity with 2,500 pennies. Each bag they filled would provide one person with clean water for life!

It wasn't long before the students were organizing events to kick-start their penny collecting. Thinking outside the box, they held a tape-your-teacher-

to-a-wall contest, where the entry fee was paid in pennies. Then, they challenged students and teachers to use their counting skills and guess how many jelly beans were in a jar. The cost of every guess had to be paid in pennies.

With the addition of a few yummy bake sales, the group had far more pennies than their bags could hold. In fact, they collected a total of 201,334 pennies, enough to give 80 people access to clean water for life. The penny may be gone, but its impact lives on.

Local Talents for Global Health



SYMMES JUNIOR HIGH SCHOOL & D'ARCY MCGEE HIGH SCHOOL
QUEBEC

The students at Symmes Junior High School and D'arcy McGee High School like to make an impact that lasts. Over the past few years, they've worked together and raised enough funds to build a school and a well in a Free The Children community in Sierra Leone. This year they've contributed \$5,000 to health programming through some hard work and innovative fundraising ideas.

One of these fundraising ideas resulted in an international dinner and show. Drawing inspiration from countries across the globe, the students, parents and faculty of the school cooked up a storm, creating dumplings, sushi, enchiladas, Lebanese rice, Swedish meatballs, Peruvian papas and more.

Complementing these varied and tempting dishes, was a show that included tap and modern dance presentations, piano, guitar and vocal performances, and an appearance by the school band.

Everyone used their talents to help out. Two students even decided to use their artistic skills. Danielle drew portraits and Seth created a personalized comic strip, with all proceeds going to the project.

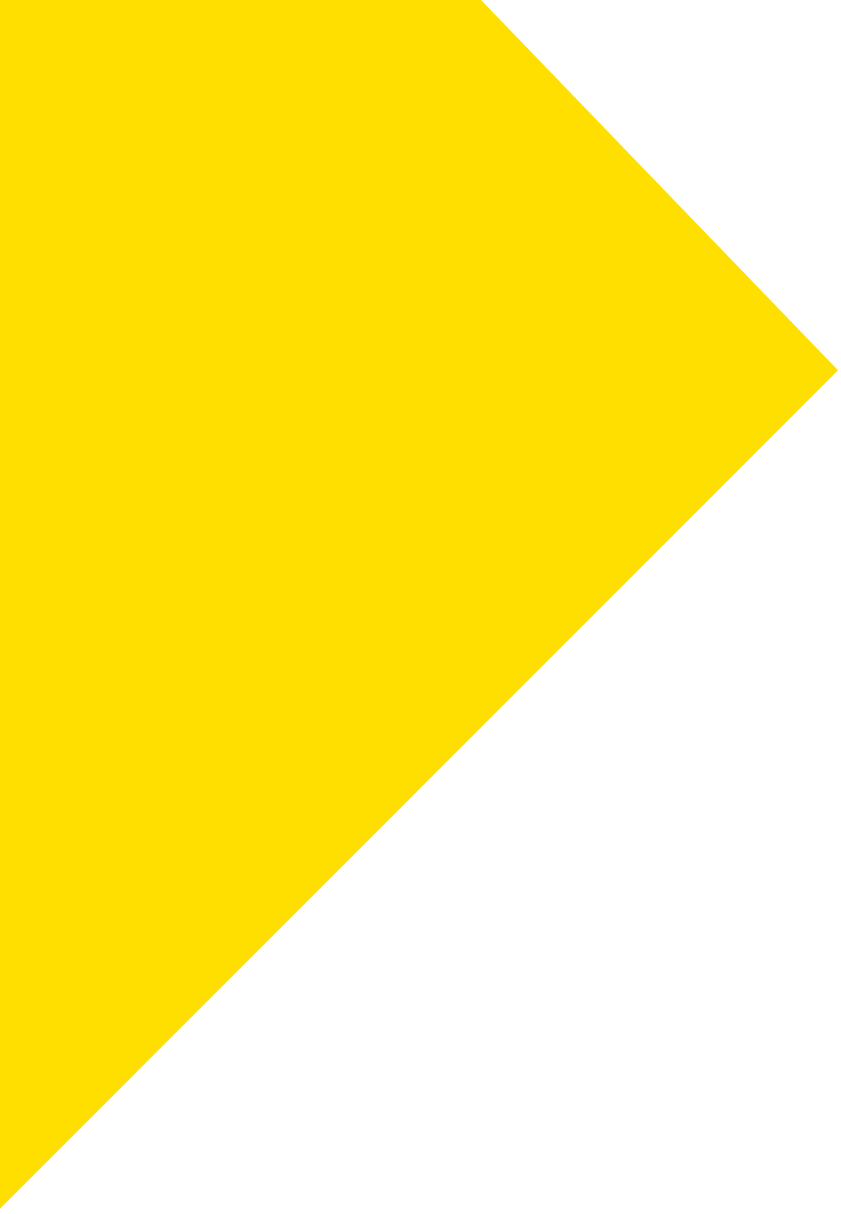
With all their creative ideas, there's no telling what these schools will do next!

Educational Partner Recognition

Free The Children would like to thank all the educational partners who have made We Act possible by signing official agreements. The We Act program would not be possible without their dedicated support, time and collaboration. We are deeply grateful for their help in providing young people with the understanding and inspiration to create better communities and a better world.







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Free The Children is an international charity and educational partner, with more than 2.3 million youth involved in our innovative education and development programs in 45 countries. Founded in 1995 by human rights advocate Craig Kielburger, we believe in a world where all young people are free to achieve their fullest potential as agents of change.