



WE Schools Impact Report 2017-2018

Greater Victoria School District #61

Letter from our Head of Educational Partnerships

Jeff Hainbuch

As we begin the new school year, we are reminded of the support of our champion educators, educational partners, teachers and youth who continue to believe that change in the world for the better is possible. WE are grateful for your continued support of the WE movement.

Like you, we believe that education is the key to change in society both here and abroad and that knowledge to make change for many begins in the classrooms. The roots of this organization was founded by a 12 year old named Craig Kielburger, from a classroom. The WE Schools program has evolved through 20 plus years of encouraging young people to challenge apathy, to dare to dream about a new kinder and gentler world where empathy and compassion thrive.

WE believes that when we connect young people to their passion to make a better world and encourage them to reach out beyond the classroom to their local community and to the larger world that they can truly find themselves and take responsibility for changing the world.

We are proud to share with you that the students and educators in the Greater Victoria School District have accepted the responsibility to make positive change for themselves, their community and the world. Through WE Schools youth are learning about causes that they care about, developing their talents, and putting them to use to make a difference.

From the entire WE organization, thank you for supporting the work of WE Schools and this movement. We truly value our partnership and the work that we do together.

Sincerely,

Jeff Hainbuch

Head, Educational Partnerships, WE Schools

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Program reach and students served

WE Schools seeks to be reflective of the region's diverse demographics and to serve schools that are in greatest need of enriching programming for their youth. As WE Schools continues to grow and expand its reach across the region, we take great care to create equitable access for youth served by our programming. Across British Columbia in 2017-2018:

of WE Schools
1,050
2017-2018

of WE Schools Youth
315,000
2017-2018

of WE Schools Educators
2,520
2017-2018

899,679 Hours
Volunteered



\$1,782,577.82
*fundraised for local
and global
organizations*



972,971 pounds of food
collected





Welcome to WE

WE is a movement that brings people together and gives them the tools to change the world. With an aim to “make doing good, doable”. We empower people to change the world, locally and globally, achieving transformative outcomes for themselves and others. We do this through our domestic WE Schools program, our international WE Villages model and a unique partnership with our social enterprise, ME to WE. At the heart of all our work is the belief that when we act together, we can change the world for the better.

WE Schools

Our goal

We aim to reignite the fundamental purpose of education: moving students to want to learn, preparing them with the life skills to better the world and empowering them to forge their own paths to success.

WE Schools is experiential service-learning

Through educational resources and service experiences, youth further their curricular learning and develop the life skills for success. Young people are challenged to research and make an impact on at least one local and one global issue that sparks their passion.

Participants in the WE Schools program receive free curricular resources, service campaigns, professional learning for educators and motivational speeches for students. WE Schools resources are free to schools and are always evolving to stay relevant and aligned to learning standards.

For educators, the program has the power to revitalize the classroom, deeply engage students in the curriculum and ignite students' passion for learning and engaging as citizens. The WE Schools program supports building the next generation of compassionate leaders.



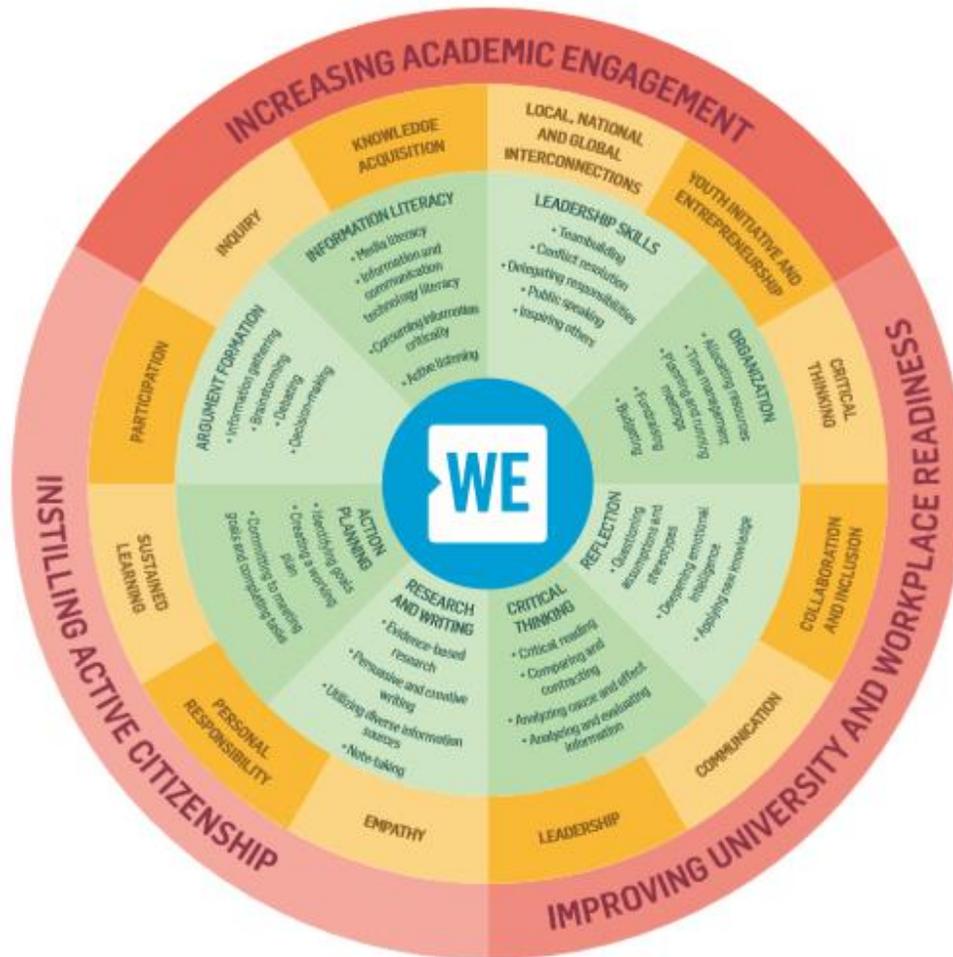
History of WE

In 1995, at 12-years-old, Craig Kielburger told his class about Iqbal Masih, a child laborer from Pakistan who escaped slavery but was murdered after raising his voice. At first, Craig felt powerless against a challenge as massive as ending child labor. But when he reached out to his classmates, he immediately found allies. Soon, other children joined his cause. What started as a group of twelve 12-year-olds grew into a movement.

More than two decades later, Craig, his brother, Marc, and a devoted team have evolved that small group into a powerful movement dedicated to change: at home, abroad and within each and every one of us. Today, our movement consists of millions of passionate youth, women and men working together to shift the world from “me” to “we.” This philosophy comes to life for youth through the WE Schools programming and WE Day.

Our Learning Framework

WE's educational program for WE Schools empowers young people to become active local, national, and global citizens. Through service-based learning and engagement, students discover the issues they care about and how to take meaningful action to make a difference. The program focuses on learning goals for students to develop the skills to succeed academically, in the workplace, and as active citizens.



Legend

- Outcomes
- Learning goals
- Core skill sets

Look for these icons throughout the WE Schools educational materials. The icons identify the most relevant core skills students will develop as they progress through the WE Schools program.



Program Components

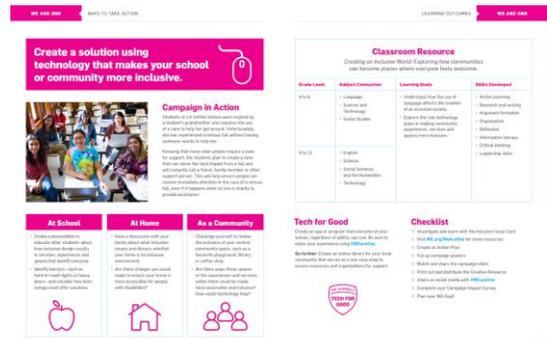
WE Schools is a tailored and customizable program, implemented in thousands of schools and groups across British Columbia that is designed to fit the unique needs of diverse educators and students. The following components represent the wide array of free resources and experiences that the WE Schools program offers:

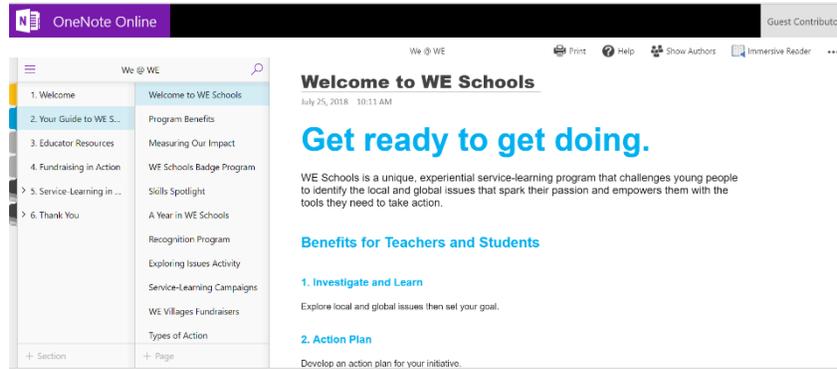
Dedicated WE Schools Program Manager

All schools participating in the WE Schools program have a dedicated point-person and mentor based in Toronto. Program Managers are available to their portfolio of educators throughout the year to provide the following types of support: one-on-one coaching sessions (virtually or in-person), support leading action planning, co-teaching and modeling, as well as guidance through the registration process for WE Day and access to free professional learning for their schools.

WE Schools Kit and Educational Resources

Lesson plans, current events articles, social justice blogs, WE Day speaker clips and service ideas are all designed to help educators enhance their curriculum and to broaden students' knowledge and understanding of local and global issues. These free resources also provide tangible tools for youth to engage in issues beyond their immediate surroundings.





Exciting and new this year, the WE Schools kit is now available on Microsoft OneNote. Educators and administrators can now use this interactive resource to collaborate with their students or colleagues and create action plans on issues they are passionate about. Complete with Educator and Student sections, users will be fully equipped to complete the four steps of WE Schools with the tools and resources of OneNote. For any questions or for technical help please e-mail weschools@we.org or contact your WE Schools Program Manager.

To access the WE Schools kit, head to the WE Schools Kit website here: <https://www.we.org/we-schools/program/kit/>

Local and global experiential service learning campaigns

Each month, WE Schools spotlights a unique experiential service learning campaign that makes it easy for educators to incorporate service-learning into their curriculum.

Local campaigns

WE Schools' local campaigns focus on some of the most common local issues in communities throughout Canada. From hunger to bullying, WE encourages students and educators to learn more about issues close to home and explore innovative ways to take action.

WE Rise Above

Students can promote positive online behaviour and create awareness of the power and impact online words and actions have.

2 schools and groups participated in WE Rise Above

WE Take Charge

Students commit to a sustainability pledge in their school or community and see how everyday actions can turn into a sustainable impact.

6 schools and groups participated in WE Take Charge

WE Scare Hunger

Students come together to collect food to help 'scare' away hunger by holding food drives to contribute to the local community and raise awareness of the root causes of hunger.

9 schools and groups participated in WE Scare Hunger

WE Film for Change

By creating a documentary film to shed light on an issue that's important to a student, they can share it with others and spread the message. Through the power of storytelling they can help create social change.

1 school/group participated in WE Film for Change

WE Are One

Technology is a powerful tool for social change. Student use it to imagine and develop ways to make their school and community more inclusive for everyone.

2 schools and groups participated in WE Are One

WE Volunteer Now

WE supports students finding their passion for change. By gathering friends to volunteer to support a cause in their community they can create real change.

4 schools and groups participated in WE Volunteer Now

WE Read Together

Inspiring young leaders to become readers and lifelong learners. By holding a book drive to contribute to local communities student are taking action and creating change around literacy.

6 schools and groups participated in WE Read Together

WE Stand Together

Students help strengthen ties between all people across Canada by facilitating learning and dialogue on the relationship between Indigenous and non-Indigenous people.

8 schools and groups participated in WE Stand Together

Global campaigns

Learning about the issues facing the world beyond your own community can enrich your life and provide you with new perspectives. That's why we're equipping you with six global action campaigns that can help you connect with people across the world.

WE Walk for Water

Students learn about the importance of access to clean water and how they can help break the cycle of poverty by improving sanitation, preventing waterborne illnesses and giving people the opportunity to go to school and to earn a living.

8 schools and groups participated in WE Walk for Water

WE Are Rafikis

Students learn about social entrepreneurships, women's rights and how they can empower women in Kenya and help them earn money to send their children to school by selling handmade Rafiki bracelets.

3 schools and groups participated in WE Are Rafikis

WE Are Silent

By taking a vow of silence, students are able to turn up the volume on the struggles of young people fighting for their basic human rights.

4 schools and groups participated in WE Are Silent

WE Create Change

By bringing classmates together, students learn the impact every dollar makes. By fundraising to purchase a goat for a family in a developing country, students learn how a goat is also a source of nutritious milk and sustainable income, a goat is the gift that keeps on giving.

4 schools and groups participated in WE Create Change

WE Bake for Change

Holding a bake sale can give families the ingredients they need for a better future. Students get to raise funds for a global issue they are passionate about and learn about the impact of food insecurity around the world.

6 schools and groups participated in WE Bake for Change

WE Give Health

By organizing healthy-living events, students can walk, run and even dance to make a global impact on an issues they are passionate about, while also focusing on the importance of global health.

3 schools and groups participated in WE Give Health

Motivational Speeches and Action-Planning Workshops

WE Schools program participants have the opportunity to invite a WE motivational speaker to visit their group throughout the year. During a motivational speech, youth learn about the importance of youth activism and global citizenship through an engaging discussion on local and global social issues. Following the inspirational keynote, youth participate in an action planning session where they explore causes they

are passionate about and are relevant to their classroom curriculum, and are trained on how to assess their talents and create a plan of action. Youth perform community mapping and landscape analysis exercises to develop their plan and identify ways to engage their school and community. Youth leave inspired and prepared to lead a service action.

**Over the 2017–2018 school year, the WE Schools
Team provided motivational speeches to over
23,300 youth in British Columbia.**

Professional Learning

WE Schools' professional learning sessions directly support educators in implementing service-learning in their classrooms and after-school programs. WE Schools staff created a professional learning program that aims to teach service-learning theory and best-practices for pedagogy. All professional learning workshops include modeling, collaboration, coaching and planning time. In the 2017-2018 school year, over 400 educators across British Columbia participated in 11 professional learning and coaching sessions, leaving with the tools necessary to implement best practice service-learning. Feedback from WE's professional learning series is reviewed and utilized to improve the implementation of these sessions.

Professional Learning Webinars

Brand new this year were the WE Schools Professional Learning Webinars. The curriculum team at WE led discussions with educators and created a space for dialogue about experiential service-learning, all with a different focus each month. It was also an opportunity for educators to learn about resources and information available to them to help bring social justice issues into the classroom.

Date	Topic	Essential Question
October 26, 2017	Global Competencies	<i>How do global competencies fit within that classroom practice?</i>
November 22, 2017	Kindness, Empathy, Action	<i>How do we support character development while teaching skills?</i>
December 21, 2017	Literacy and Change	<i>How do literacy skills build capacity for positive change?</i>
January 25, 2018	Reaching All Students	<i>How do teaching strategy choices engage all students to become leaders?</i>

February 22, 2018	Caring About Others	<i>Me to WE – How are stories, vehicles for social change?</i>
March 29 th , 2018	Global Mindsets	<i>How can we help develop students' global mindsets?</i>
April 26, 2018	Leadership and Service Learning	How does engagement with experiential service learning strengthen student leadership potential?
May 24, 2018	Reconciliation	What role do we as educators play in reconciliation?
June 21, 2018	Our Greatest Impacts	How has an experiential service learning approach affected our teaching practice and student outcomes?

WE Global Learning Centre

WE Global Learning Centre



The WE Global Learning Centre officially opened its doors on Wednesday, September 27th, 2017. The WE Global Learning Centre is WE's international hub for service-learning and youth engagement, and the site of the new WE headquarters in Toronto. Through state-of-the-art technology and dedicated community space, it will engage millions of young people and thousands of schools around the world.

WE Speaks

The WE Global Learning Centre has hosted world renowned speakers such as Martin Luther King III, and Spencer West. This year we hosted 240 educators and their families to join us for our first ever WE Speaks series. Educators were celebrated for the incredible work they have done this year and had the opportunity to learn more about issues they were passionate about, such as Global Access to Clean Water and the contributing factors to violence in our society today. In order to support educators unable to attend the event, WE live streamed the events for educators across Canada to watch and share with their students.



Global Classroom

The Global Classroom is an engaging virtual event series that highlights issues, by bringing together world renowned speakers, activists, and youth to learn and talk about issues they care about such as global access to clean water, children’s rights, and Indigenous rights and reconciliation. Most importantly, it enables youth to critically examine local and/or global issues and take action on them. Utilizing the new technology at the WE Global Learning Centre, WE is able to bring together students from across Canada and even the World to share their perspectives and passion for different issues. Throughout this event series, students were able to learn from each other and discuss innovative solutions to issues facing their local and global communities.

Global Classroom – WE Walk for Water

With our heightened focus on access to clean and safe water in our WE Villages communities this year, we wanted students to learn about water issues directly from those in our WE Villages communities. During this day, students and educators interacted via Skype with our WE Villages in Ecuador and Kenya, speaking with community members about their access to clean and safe water. Students were able to ask the community members questions about their lived experiences and learned how participating in WE Walk for Water as a school will help transform lives.

Global Classroom – Children’s Rights

In preparation for International Day of the Girl Child on October 11th and the UN Declaration on the Rights of the Child, this Global Classroom hosted discussions focused on:

- the rights issues surrounding children in the world today
- children using their voices to speak up for other children (social movements, organizations, etc.)
- harnessing the power of youth through action planning for social change; the root of WE and all other movements

On this day, we were joined by Cheryl Pereira who founded OneChild as a teenager, to share her work and experience in the realm of Children’s Rights. The Global Classroom was broadcast live on Facebook so all students and educators had the opportunity to participate in the day.

Leadership Opportunities

WE Leadership Programs

WE Leadership Programs are co-curricular and extra-curricular workshops that empower participants to discover their potential, explore social issues and create positive social change. Our leadership programs are designed to compliment and enhance the outcomes of our WE Schools Program including: academic engagement, workplace readiness and civic engagement.

Though each of our programs varies in theme, focus and structure, participants involved in any of our programs will follow a common path. This process is defined in our *Theory of Change*, and it applies three key focal points to guide participants in the exploration of leadership development, social justice education and civic duty.

Program Themes:

- Developing a culture of school wide leadership
- Leadership opportunities to marginalized students
- Creation of credit bearing leadership programs aligned with Ministry courses
- Indigenous leadership and educational programs
- Leadership through reconciliation
- Opportunity to co-create a leadership program specific to the participant school or board.

Youth Leadership Conference

The WE Youth Leadership Conference brings together young people for a day of social justice learning and leadership training. Through a series of interactive workshops and activities, youth learn how to create social change in their local and global communities. In February 2018, 197 students from 20 schools gathered in Victoria, British Columbia for issues, skills and action planning workshops. Some of the areas of focus were: team building, project creation and management skills, global resource challenges, and storytelling as a tool.

At the Youth Leadership Conference, students:

- Hear inspirational speeches and personal stories for WE speakers
- Connect with a community of like-minded young people
- Participate in social justice trainings and leadership workshops led by WE Schools staff and local youth leader
- Explore pressing social issues through WE Schools resources
- Develop action plans to create a positive impact in their local and global communities

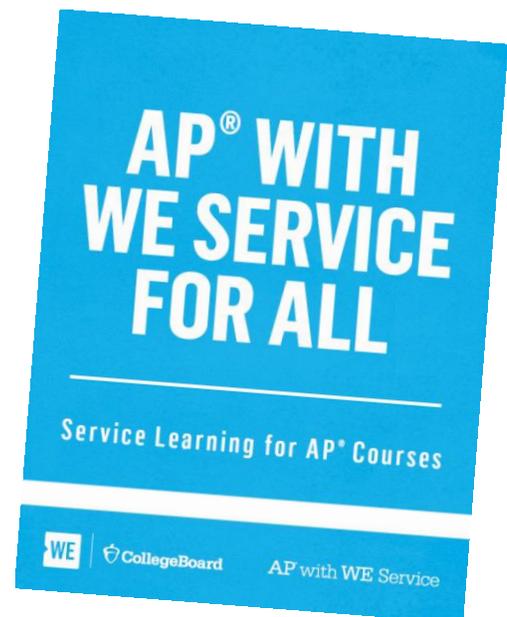
AP[®] with WE Service

We are proud to partner with the College Board to achieve the mutual goal of elevating service learning within the rigorous Advanced Placement courses. Through the partnership, AP teachers have the opportunity to incorporate service learning into their existing AP courses.

Developed by the College Board, WE, and active AP teachers, this coursework aims to align with the AP Course Framework, as well as enable teachers and students to examine and engage with relevant coursework through both a local and global context. Upon successful completion of program requirements, students can earn a recognition on their AP Score Report, as well as their high school transcript.

We are excited to announce:

1. AP with WE Service Program is **officially out of pilot standing** and is moving towards being an operationalized program.
2. AP with WE Service is **now going to be available to all 36 courses of AP**
3. AP with WE Service will go through the stages to be officially recognized with **higher education institutions** and be integrated on college applications.



For more information, please contact jeff.hainbuch@we.org

Evaluation data

WE Day and WE Schools are held accountable for positively impacting youth and educators, and for creating social value contributions to the communities in which WE Schools operates.

Youth: WE holds itself accountable for increasing academic engagement, workforce readiness and active citizenship, as a result of participating in service.

Educators: WE seeks to support educators by improving pedagogy through implementation of service and experiential learning, improving educator and youth relationships, and increasing job satisfaction.

Communities: WE seeks to improve the connection between the WE School and its community through youth service.

At the end of the year, WE Schools educators are asked what local and global cause(s) their group supported during the year and to share the impacts of their service actions.

The 10 most common local and global causes supported are listed separately below.

Local causes: WE Schools groups supported an average of three local causes.

Global causes: WE Schools groups supported an average of one global cause.

Local Causes
Hunger
Bullying
Poverty
Homelessness
Environment
Acceptance
Volunteerism
Health and Wellness
Indigenous Awareness/Reconciliation
Education/Literacy

Global Causes
Child Labour
Education
Poverty
Health
Hunger
Food
Women’s Empowerment
Child/Youth Rights
Environment
Human Rights

In an effort to best serve our community of educators and youth, we conduct educator surveys annually to identify strengths and opportunities to improve. This year, educators concluded that participation in WE Schools programming overwhelmingly created positive impacts on the mindsets, beliefs and behaviors of both youth and educators.

WE Schools impacts

Youth academic engagement

- 75% show more enthusiasm for learning
- 87% are more capable of effectively voicing their own opinions
- 85% ask more critical questions to reflect on and understand issues and concepts

College and career readiness

- 92% demonstrate increased leadership among their peers
- 90% developed stronger communication skills
- 88% are able to work effectively and respectfully in diverse teams
- 64% are more likely to plan for a future career or higher education

Active citizenship

- 91% feel a greater connection to their community
- 86% demonstrate more consideration of local and global issues in their daily life choices
- 90% are more likely to stand up for others being treated unfairly

Educator impacts

- 66% feel a renewed inspiration for teaching and engaging with youth
- 70% are more likely to integrate context about the local community into their regular classroom activities and/or lessons
- 68% feel better equipped to teach about social justice issues through service-based learning

School impacts

- 76% of educators feel that WE Schools had made experiential service-based learning a more integral part of education within [their] school community
- 81% of educators feel that WE Schools has helped create a welcoming and respectful environment in [their] school or community
- 71% of educators feel that WE Schools has encouraged previously disengaged youth to become more involved

WE Schools profiles

[Colquitz Middle School](#)

The students of Colquitz Middle School participated in local and global actions that made a huge impact during the 2017/18 school year. Locally, the action that was the most memorable for the Colquitz WE Club was their Survival Sock Initiative. Now in its sixth year, student delivered over 100 pairs of socks packed full of toiletry items donated from the school community and hand delivered them to the homeless on the streets of Victoria in February.

Globally, the action that Colquitz Middle School took was the WE Walk for Water campaign. 16 out of 20 classrooms participated in the water walk that was organized at the school which was able to raise \$870.

[Arbutus Global Middle School](#)

The students at Arbutus Global Middle School participated in many local actions including WE Scare Hunger, WE Stand Together, WE Are One, WE Read Together, and WE Film for Change which featured a social justice art show in May.

Globally, Arbutus Global Middle School raised \$500 for their WE Walk for Water campaign. The students worked with Engineers Without Borders to understand more about access to clean water. In groups, students gained a deeper understanding of issues around clean water access by creating water filtration systems while facing various barriers based on the country they represented during the lesson.

The educator that runs the Arbutus WE Club wrote that "students, even our most vulnerable, would shine in these opportunities and after they could articulate the value they got from these experiences and how their perspectives have changed."

WE Day



The Goal

WE Day is the manifestation of the WE movement, an incomparable opportunity for young people to come together to create impact and celebrate the change they have already made. We hope that all in attendance will leave inspired to continue taking action on the most pressing issues in our city, state and world. This year alone, over 220,000 young people came together in 16 arenas across Canada, the U.S. and the U.K. to experience the magic of WE Day. Plus, over 3 million tuned in live to a televised broadcast on ABC.

WE Day Celebrates All

WE Day is a powerful experience for the youth in the WE Schools program, with world-renowned speakers and performers mixed with real, inspirational stories of change. Youth can't buy a ticket to WE Day, they earn their way there by taking action on at least one local and one global issue.

Access to WE Day

You can not buy a ticket to WE Day; students and educators who participate in the WE Schools program and complete at least one local and one global service action are eligible to attend WE Day, WE's signature youth empowerment event and celebration of service.

Overview of WE Day Vancouver 2017

WE Day brought together 16,000 youth from across British Columbia to celebrate their commitment to service and honor their commitment to positive change. This year, there were over 560 schools and youth programs represented at WE Day.

An important component of WE Day is hearing from local young people and educators who have contributed to their community and the world in an inspiring way. WE Day also welcomes celebrity change makers and world leaders who share their passion for empowering youth to create change. The following individuals spoke on stage at WE Day New York, sharing their stories and experiences inspiring social change.



Carol Todd

Parent, educator and mental health and online safety advocate



Lisa Charleyboy

Canadian YouTube storyteller and News personality, vlogger, Reporter at City News, comedian, writer and actress. She is better known by as Super Women



Martin Sheen

Co-founder of the Gord Downie-Charlie Weir Jack Fund. Emmy® and Golden Globe Award-winning actor and activist



Grace Vanderwaal

Singer, songwriter and 2016 winner of America's Got Talent

Assembly of First Nations, Queen's Jubilee Medal Recipient

Impact of WE Day on Youth

WE Day is a powerful, life-changing experience with world-renowned speakers and performers, mixed with real inspirational stories of change. It is an opportunity for young change-makers to come together and celebrate their year of action. Read below to learn about some of the transformative impacts that WE Day has on students.



Looking forward: 2018-2019

WE's Global Initiatives for this year

We know the importance of students learning about issues facing the world beyond their own community. We are incredibly excited to be focusing on three main areas young people can make a global impact in throughout the year. Students and educators will be able to see the change and be inspired through every step of their action planning.

WE Are Silent

International Day of the Girl
Child – October 11th

WE Are Rafikis

Giving a gift that gives back

WE Walk for Water

WE's Official one-day event –
May 10th

Our voices are a powerful tool for social change. Students learn that by taking a vow of silence in solidarity with those whose voices go unheard, we can prove just how much of an impact our voices truly have.

A socially-conscious fundraiser that helps Mamas in Kenya earn additional income to support their families by creating beautiful bracelets called Rafiki's. This tangible experience helps students realize the positive impact their decisions can make.

Girls and women around the world walk hours each day to access water. Walking for Water helps students understand the challenges faced around the world in access to clean water and the greater impact that could have on their lives.

Professional Learning Opportunities

We want the WE Global Learning Centre to be space not only for students to grow their leadership skills but also to support educators across Canada. We held our first year of professional learning webinars this year that focused on different topics throughout the year. This coming year we are looking for even more opportunities to support educators and bringing service learning into the classroom.

WE Schools Professional Learning Webinars offered during the 2018/2019 academic year:

Date	Topic
October 16 th 2018	Experiential Service-Learning
November 13 th 2018	Global Competencies
December 11 th 2018	Kindness, Empathy and Action
January 15 th 2019	Inclusion and Accessibility
February 12 th 2019	Sustainability
March 12 th 2019	Building Community
April 9 th 2019	Leadership
May 14 th 2019	Reconciliation
June 11 th 2019	End of Year – Impacts and Celebration

WE Day Connect – November 29th, 2018

**Turn your classroom
into a global celebration
of possibility.**



WE Day Connect is an interactive, online event in which students and educators come together to celebrate selfless acts of volunteerism. Students will learn how their peers are working to make a difference in their local communities and around the world. This past spring we held our first ever WE Day Connect, bringing together students and educators from all across Canada, the US and the UK. On November 29, 2018 we will be holding our 2nd WE Day Connect event, which will provide the opportunity for any student or educator to celebrate the work they are doing in their schools and communities.

Interested in Joining WE Schools

Are there schools in your school board that are interested in joining the WE Schools program this year? Please have them reach out to weschools@we.org to learn more, and to be connected with a Program Manager.

If you would like further information or partnership opportunities at a district level, please contact your Educational Partnership Manager, Rachel Goossen, rachel.goossen@we.org