

2463546-001

# PARTNER GRANT AUTHORIZATION AND INFORMATION FORM (FOR LETTER OF AWARD)

MEd Originator	Sherri Mohoruk
Exp Authority	Paige MacFarlane
Project Number	2201131 <del>XXXXXX</del>
Responsibility Centre	22104
Service Line	07052
STOB	7703
Cliff Number	166185
FISCAL YEAR	2012/13
First Year?	Yes

RECIPIENT: Me to We

RECIPIENT CONTACT: Michelle Garbacz, Director of Quality and Development

Phone Number: 416-964-8942

Fax Number: 416-964-2199

Email: info@freethechildren.com

ADDRESS:  
225 Carlton St  
Toronto ON M5A 2L2

TITLE FOR GRANT: Stand Up

GRANT AMOUNT: ~~1,000,000~~  
~~100,000.00~~ 100,000

*"D' BACK TO MINISTRY  
CALL CAROLING PONSFORD  
WHEN RECEIVED*

PAYMENT OPTIONS: ☒ Cheque ☐ CDS

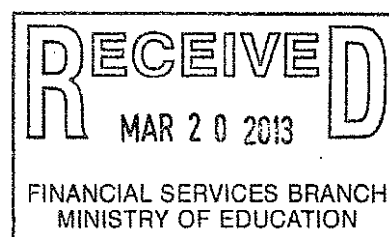
DATE CHEQUE REQUIRED: ASAP

CHEQUE TO ACCOMPANY LETTER? ☒ Yes ☐ No

DIRECTOR, DM OR MINISTER TO SIGN: DM

Funding Source: Partner grants budget

Support for Request: See approval letter from Ministry of Finance



## Detailed Purpose Description:

**STAND UP:** \$100,000 to introduce the Stand Up program in a maximum of 10 communities (based on a conversation with the Superintendent, Safe Schools) across British Columbia, cost includes: program coordination, facilitation, logistics, travel and expenses of 3 day-long workshops, plus keynote.

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STOB	7703
Cliff Number	166185
FISCAL YEAR	2012/13
First Year?	No

RECIPIENT: Free the Children

RECIPIENT CONTACT: Michelle Garbacz, Director of Quality and Development

Phone Number: 416.925.5894

Fax Number: 416.925.8242

Email: info@freethechildren.com

ADDRESS:  
233 Carlton St  
Toronto ON M5A 2L2

*'D' BACK TO MINISTRY  
CALL CAROLINE PONSFORD  
WHEN RECEIVED*

TITLE FOR GRANT: We Day, We Schools in Action - *fall 2013*

GRANT AMOUNT: 100,000.00

PAYMENT OPTIONS: ☒ Cheque ☐ CDS

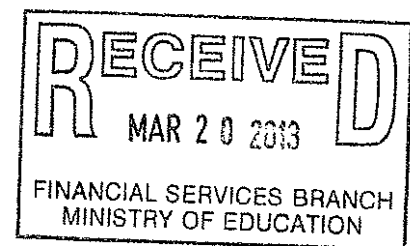
DATE CHEQUE REQUIRED: ASAP

CHEQUE TO ACCOMPANY LETTER? ☒ Yes ☐ No

DIRECTOR, DM OR MINISTER TO SIGN: DM

Funding Source: Partner grants budget

Support for Request: See approval letter from Ministry of Finance



## Detailed Purpose Description:

**WE DAY:** \$100,000 investment in We Day and We Schools in Action Program. This grant is to help run the provincial school based programs that look at local and global actions and from there the students can earn seats at We Day. Through our partnership we will work together to leverage opportunities to promote the government's Erase Bullying program.



March 8, 2013

Ref: 166185

Michelle Garbacz  
Director of Quality and Development  
Me to We/Free the Children  
225 Charlton St  
Toronto ON M5A 2L2

Dear Michelle Garbacz:

This letter confirms that Me to We/Free the Children is being awarded a grant in the amount of \$200,000 to support:

**WE DAY:** \$100,000 investment in We Day and We Schools in Action Program. This grant is to help run the provincial school based programs that look at local and global actions and from there the students can earn seats at We Day. Through our partnership we will work together to leverage opportunities to promote the government's Erase Bullying program.

**STAND UP:** \$100,000 to introduce the Stand Up program in a maximum of 10 communities (based on a conversation with the Superintendent, Safe Schools) across British Columbia, cost includes: program coordination, facilitation, logistics, travel and expenses of 3 day-long workshops, plus keynote.

Payment will be electronically transferred to you in the next few days.

The amount of this grant is for the period covering March 15, 2013 to February 28, 2014.

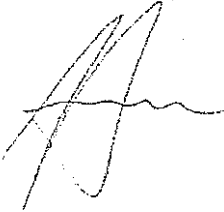
As conditions for these funds, the Free the Children must:

- Use all grant funds for the intended purpose only: information and resources, training, and networking focused on social and emotional skills and attitudes for the prevention of such anti-social behaviors as bullying and violence.
- Provide the Ministry a report, by June 30, 2014 on actual distribution of the 2012/13 grant money, broken down by project area.
- Be aware that the Ministry will reclaim any portion of the grant should Me to We/Free the Children not use the funds received for its intended purpose as outlined in this letter.

.../2

To discuss any questions or concerns you may have, please contact Paige MacFarlane, Assistant Deputy Ministry, Open Government and Community Partnership Division at [paige.macfarlane@gov.bc.ca](mailto:paige.macfarlane@gov.bc.ca) or 250-415-7545.

Sincerely,

A handwritten signature in black ink, appearing to be 'J. Gorman', with a stylized, flowing script.

James Gorman  
Deputy Minister

Hon. Don McRae  
Minister of Education  
British Columbia  
Canada

March 13<sup>th</sup>, 2013

Dear Minister McRae,

I hope that this note finds you well.

We have much to be thankful for as we continue into 2013, especially as our We Day cities expand and more young people embrace the year-long educational initiative, We Schools in Action that was launched this past fall. We cannot thank you enough for all that you have done to support both programs throughout the province. With sincere appreciation, thank you. Your support helps to empower youth to become active local and global citizens, and ensures that social justice learning opportunities and resources are made available to British Columbia's youth.

Last year, the Ministry so generously granted \$100,000 towards the programs as part of an ongoing commitment that was made available by the Government of British Columbia, and we wanted to humbly reach out to you today to ask if renewed funding might be possible for the 2013/2014 academic year. These funds will contribute to the creation of educational content to reflect student voices and their amazing achievements, and for the mobilization of district support and individual school participation at We Day.

At We Day Vancouver, youth from across the province join together to celebrate their contributions to their local and global communities, and to kick off another year of action and change. We Day Vancouver has been growing exponentially since 2009 and in 2012 alone we hosted more than 18,000 youth from 728 schools across 50 different school districts throughout British Columbia.

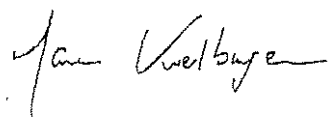
As you know, the impact of We Day and the We Schools in Action programming has far reaching impacts and this year the results thus far have been phenomenal. Enclosed you will find your sponsorship report for 2012, outlining many of the impacts and successes of the school year.

I'm thrilled to further share the following examples of actions that the youth of British Columbia have taken this year alone:

- 319 schools participated in We Scare Hunger, collecting 160,512lbs of canned goods for local food banks;
- 395 schools are supporting access to clean water through We Create Change, so far raising enough to bring clean water to 8,330 people, for the rest of their lives;
- 200 schools participated in We Stand Together, a campaign which looks at the challenges faced by Canada's Aboriginal Peoples, while also celebrating the successes of the culture and tradition of Aboriginal Canadians that have helped form the unique diversity of our nation.

School participation has been unparalleled this year and we are so grateful for all that you have done in allowing Free The Children the honour of partnering with the Province of British Columbia as we continue to expand our programming. As we plan for the 2013/2014 school year, we look forward to hearing from you as to whether we might have the pleasure of working together once again. As I end, please allow me to thank you again for your very generous support.

Sincerely,



Marc Kielburger LLB, CM  
Co-Founder, Free The Children



# **We Day 2012: Sponsorship Report for The British Columbia Ministry of Education**

We Day Vancouver





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## 1. Executive Summary

At We Day Vancouver, youth joined together to celebrate how they have been active global citizens in the 2011-2012 school year, and how they have been contributing to their global and local communities. The youth who attend We Day demonstrate the power of **We** and how they can make a difference in their local communities, and global ones as well. This past We Day season brought together more 'shameless idealist' performers and speakers, who applauded the youth for their social actions and showed that it is cool to care.

After the events, attendees returned to their schools to begin taking action both locally and globally through the unique We Schools in Action program. Some of these actions have included partaking in Free The Children's We Scare Hunger campaign by collecting food for their local food banks, and We Create Change through the collection of \$25 worth of pennies which provide a person with clean and sustainable water for the rest of his life.



We want to sincerely thank the British Columbia Ministry of Education for once again making We Day Vancouver possible. The British Columbia Ministry of Education's support of We Day Vancouver enabled youth to attend the event at no charge. It is with the Ministry of Education's support and belief in the power of the youth to change the world that 20,000 youth and educators were able to attend We Day Vancouver, and hundreds of thousands more joined through the live webcasts of the Vancouver event.

The following report provides the Ministry of Education with details about We Day Vancouver and what was achieved with your generous contribution. It provides an overview of the importance of We Day, as well as the theme and highlights from the show. It includes an overview of how the show itself was enhanced to promote educational production elements. The report also looks at the impacts from the event, including the number of youth that attended, resources available at the event, and the volunteers that make it possible. The report provides information about media coverage surrounding We Day Vancouver, including print, online, broadcast and social media coverage. In the Appendices, media clippings from We Day Vancouver can be found.



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## 2. Why We Day?

We Day has inspired young people to believe that they can make a positive difference in the world. It has created an unparalleled event of young community change-makers and shameless idealists who work towards bettering their local and global community. With its unmatched setting, We Day brings social issues to the forefront and reinforces how each and every youth in attendance can join the movement to create positive global change.

Organizations like the British Columbia Ministry of Education support these youth by making it possible for them to attend the event at no cost. By sponsoring We Day, your organization is given the unique opportunity to give back to the global community, engage and interact with the youth who attend the event and your employees the opportunity to take part in volunteering at and supporting the movement.



### Year of Water

We Day is the day that unites Canada and recognizes that together **We** can change the world. It is the day **We** come together as a community to show **We** care and is the realization that **We** are not alone.

This year at We Day, Craig and Marc Kielburger presented the re-launching of Free The Children's signature campaigns, as well as shared the organization's year-long focus on providing clean and sustainable sources of water to communities overseas, and how **We** can support. For example, Free The Children helps provide communities in need with localized clean water sources and sanitation facilities. We also work with individual community members to promote local education in basic hygiene practices and waterborne disease prevention. A magical We Day performance by Cirque du Soleil, as well as other water-focused segments, tied in the theme of water and what the year ahead holds, into each event.



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### 3. Highlights from We Day Vancouver

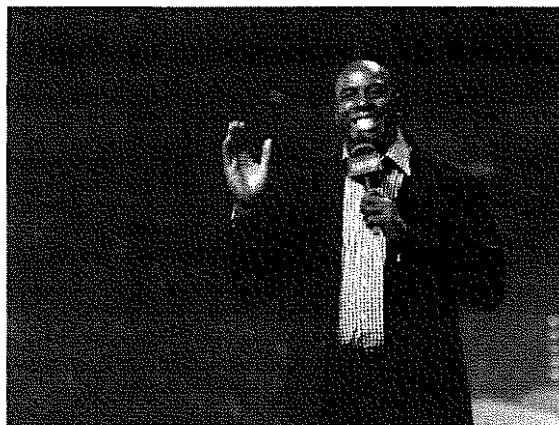
Vancouver's Rogers Arena was packed with 18,000 shameless idealists on October 18<sup>th</sup> for We Day Vancouver. A group of inspiring speakers and performers graced the stage to discuss social issues that they are passionate about, engaging the crowd to take action and truly be the change. Twelve-year-old Sydney Brouillard took to the stage in Vancouver, demonstrating that we are never too young to make a difference.

Basketball Hall of Famer Magic Johnson spoke to the new meaning of cool. He shared his message that tangible things, like the clothes you wear, don't make you cool – helping others around you is the meaning of being cool. Molly Burke returned to the We Day stage in Vancouver to discuss the issue of bullying, and how it can be overcome. As a victim of bullying herself, Molly moved the audience to stand in solidarity and support as her story resonated deeply with the audience.

Performer Demi Lovato, another passionate activist against bullying, performed her #1 Billboard Pop hit song *Give Your Heart a Break* and discussed how bullying can be stopped. World-renowned South African social rights activist Archbishop Desmond Tutu was interviewed by Craig Kielburger and inspired the crowd with his message of acceptance and equality.



Demi Lovato



Magic Johnson

The Vancouver audience was given two big surprises: A performance from Australian pop singer Cody Simpson, currently topping the Canadian Hot 100 chart, and an announcement from Virgin business magnate Richard Branson's daughter Holly Branson that We Day will be coming to the United Kingdom in 2013/2014!

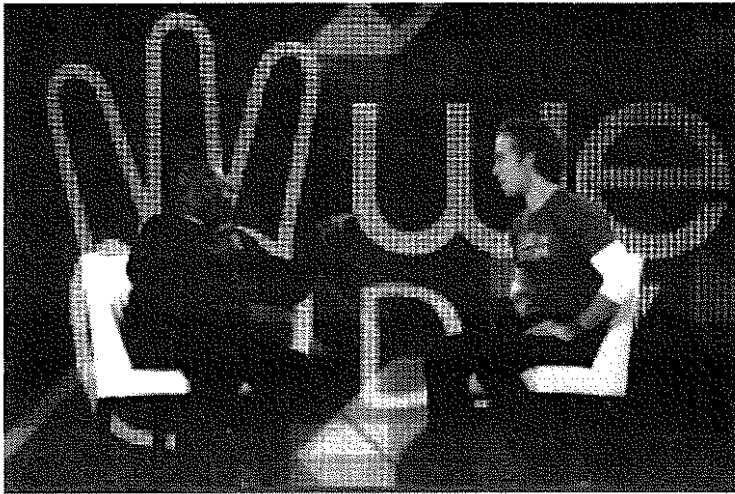


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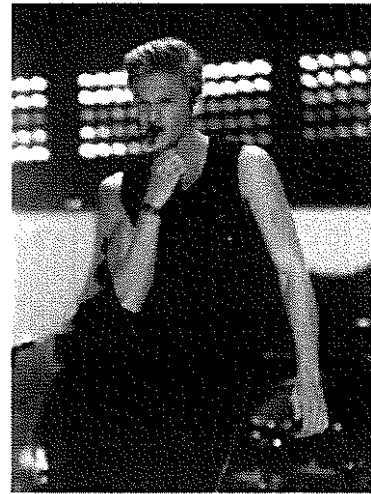
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International pop-rock sensation group OneRepublic closed out the outstanding day with an amazing performance of their song *Good Life*, which peaked at #8 on the Billboard Hot 100 list. The band finished their first-ever We Day with a rocking performance that had the crowd on their feet and ready to take action.



Archbishop Desmond and Craig Kielburger



Cody Simpson

"I am glad that I made a difference in someone else's life because that's all that really matters!"

**Carly Mayer, youth, West Vancouver, BC**

### Enhanced Production Elements

New this year was the 360° end-stage, which allowed Rogers Arena to accommodate 20,000 students from over 700 British Columbia schools. What is unique about this stage is that the specific design included a central focus where all speakers and performers presented from, appearing as close to the audience as possible and creating an intimate feeling. The stage also included a reveal screen, which created an element of suspense and surprise, enhancing the level of audience engagement. Pod risers were integrated throughout the audience, from which talent could perform, providing interactive opportunities for the audience.



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The integration and calibre of the videos was improved upon again this year, as well as the quality of the screens. To further enhance the educational value of the show, each speaker and performer had a short vignette play as part of their segment. These biographical videos introduced the audience to the speakers and performers, sharing their accomplishments, the issues they are most passionate about, and the actions they are taking to solve this issue and advice for the youth who may also be passionate about the issue. Videos highlighting the work of Free The Children's Adopt a Village projects, the impact of We Day, and the accomplishments of the youth were integrated. There was also a video where We Day talent commended schools and youth in attendance at We Day Vancouver for the actions they had taken, and youth doing a shout-out to their teachers.



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## 4. Impact of We Day

The impact of a We Day moment can be tough to measure—Archbishop Desmond Tutu reflecting on apartheid in South Africa, songstress Demi Lovato’s passionate plea to end bullying. So Free The Children enlisted the help of Mission Measurement, leading experts in impact measurement and value assessments for social change, to assess the impact of the event on the thousands of young participants.

Mission Measurement conducted an independent study in 2011. A series of surveys found that We Day and its year-long programming make lasting impacts in the lives of its participants. For example, Free The Children alumni cast more ballots in federal elections than their peers, and volunteer an average of over 150 hours per year. They also cite an improved sense of self-esteem, confidence in their leadership abilities and a greater sense of personal responsibility for global change.

The impact on youth after We Day and its year-long educational programming is tangible:

- We educate: 85% gained knowledge about social issues
- We engage: 95% believe they can make a difference in the world
- We empower: 81% felt a personal sense of responsibility to address social change

What we’ve learned through witnessing the impact of six years of We Days is that Free The Children isn’t just a charity. And We Day isn’t just an event. Free The Children’s educational programming and We Day, its signature event, alter youth’s core value systems and fill social voids. We educate, engage and empower the next generation of world-changers—with measureable results.

We Day and Free The Children create world changers. And this is possible because of the support of the British Columbia Ministry of Education.

## Youth Attendance Numbers

- **20,000 youth** were in attendance at We Day Vancouver from **728 schools** in British Columbia.

## Educational Resources

This past fall season, Free The Children introduced its new campaigns kits, designed to help educators reach their goals and engage their students throughout their year of action. For the first time ever, this



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free kit puts resources for each of our signature campaigns in their hands at the very beginning of the school year.

Designed by Free The Children's curriculum experts and youth engagement specialists, the campaign kits include one guide for each of the campaigns, along with lesson plans, sample fundraising items, posters and more.

## Campaigns

### **We Scare Hunger:**

A campaign revolving around Halloween this past October encouraged children to collect non-perishable food items or collect canned goods for local banks instead of candy.

### **We Stand Together:**

From February 25 to March 8, Martin Aboriginal Education Initiative and Free The Children are working together with Aboriginal youth and communities to look at the challenges Canada's Aboriginal Peoples are facing today. At the same time, looking at the successes of First Nations, Métis, and Inuit Canadians, and the rich history and culture they have contributed to Canada.

### **We Create Change:**

As a part of Free The Children's year-long initiative to provide clean water to 100,000 people around the world, Free The Children is embarking on Canada's largest penny drive. As the penny goes out of circulation, people across Canada will collect pennies to make big change. Each We Day participant received a penny bag to use for their collection. When filled with pennies, the bag adds up to \$25 – enough to provide clean water to one person, for life.



### **We Are Silent:**

On April 18, participants will stand in solidarity with children around the world whose voices are silenced by poverty and exploitation. We Are Silent is one of Free The Children's most powerful campaigns. Every year, tens of thousands of participants stand up for children who are being silenced by the denial of their basic human rights, collecting pledges as they take a vow of silences. All over the world, young people



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will go silent for 24 hours to raise awareness and funds for children without a voice. The campaign can be done as an individual, group, school, or even an entire silent city.

#### **We Are Love:**

This February, our Valentine's Day buttons and cards are the perfect way to show your care while raising money for the Adopt a Village pillar closest to your heart.

#### **Volunteers**

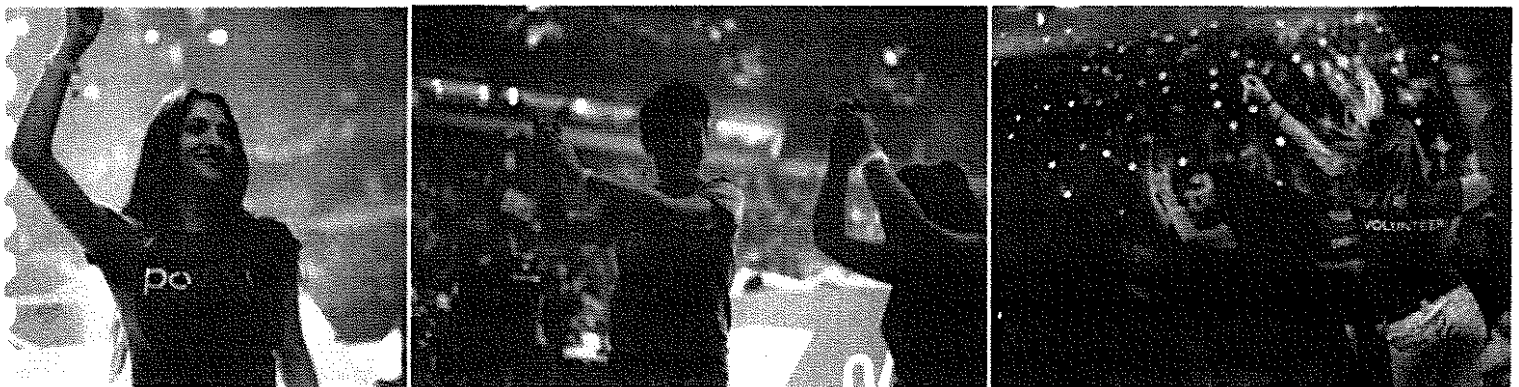
The support from youth and adult volunteers is what makes We Day a reality. Free The Children relies on the support and generous donation of time; truly, without volunteers, this event would not be possible. Volunteers work with Free The Children and Me to We staff in a variety of ways, whether selling t-shirts and other Me to We merchandise, hosting suites, support special experiences on the Honoured Guest Team, or registering all of the youth and leading them to their seats. Our volunteers' support and contribution is an integral part of each event.

We are pleased to share that we had amazing groups of volunteers in every We Day city.

We Day Vancouver had a total of **900 volunteers**, with **410** being **corporate volunteers** from the Vancouver business community.

"Thank you! I had a great day and I was truly inspired by all the speakers and the kids – so much energy and potential. All the children I spoke with who watched live and online really enjoyed it."

- **Kim Stackaruk, volunteer at We Day Vancouver**







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## 5. Media Coverage

### Print, Online & Broadcast

We Day Vancouver received **stories** in the following newspapers:

- *Metro News Vancouver*
- **Two front page articles** in the *Vancouver Sun*
- *Vancouver Province*
- *Canadian Press*

We Day appeared in major broadcast outlets across the country, including:

- CTV
- MuchMusic

Some notable coverage was received in:

- CTV News
- *Metro News*
- *Canadian Press*
- CBC

Media attendance at We Day exceeded what was originally expected with more than **80 journalists** attending from a variety of print, online, and broadcast outlets. Highlighted below are some notable outlets in attendance.

- *Canadian Press*
- CBC
- CTV
- Q13 Fox
- *Hello! Canada*
- *Vancouver Sun*
- *Metro News Vancouver*
- *Vancouver Province*
- *24 Hours Vancouver*



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## 6. Social Media: Facebook & Twitter

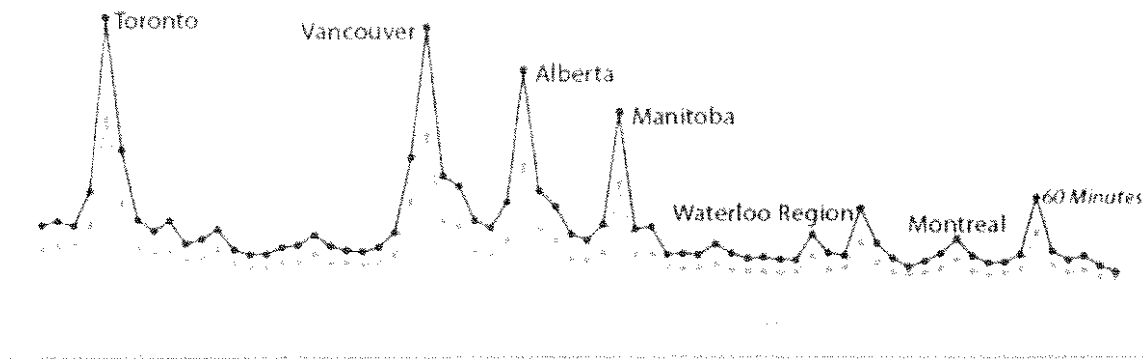
### Facebook Highlights

#### Facebook Traffic

The We Day Facebook page received significant traffic spikes following each We Day event. These traffic spikes were a combination of people engaging with We Day event content, and people leaving testimonials about their We Day experience on our wall. (Refer to Appendix A for testimonial examples divided by city.)

Page views peaked on Sept. 28<sup>th</sup> with 5,234 page views and over 3,000 unique viewers. Other We Day cities received similar traffic spikes when event size is accounted for.

#### Views on the We Day Facebook page (Sept. 24 – Nov. 30, 2012)



#### User Reach

Posts by the We Day Facebook page reached over 500,000 unique users during the We Day season, thanks to a combination of 'organic' posts (impressions from our actual fans) and 'viral' posts (posts the page made combined with posts generated by users liking, commenting on and sharing content from our page). Recent Facebook changes limit the number of fans who view organic content, making viral reach highly important for accessing new fans and continued growth. The graph below represents the number of times a Free The Children or We Day post will appear on users' Facebook newsfeed or page. The graph demonstrates how at least one of Free The Children's or We Day's Facebook posts will appear in over 150,000 users' newsfeeds.



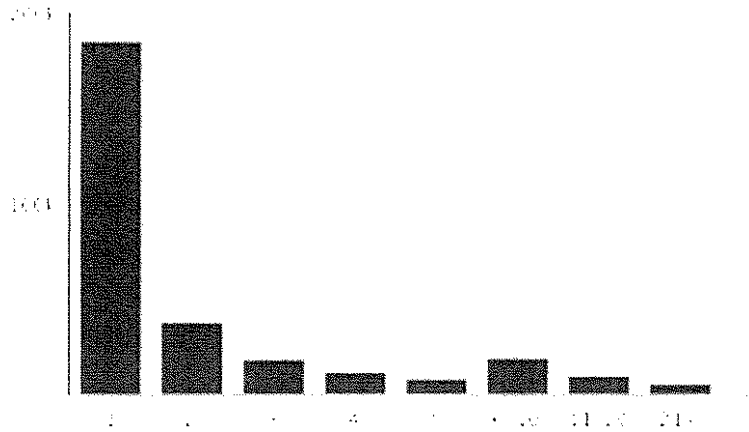
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#### Unique Users by Frequency on We Day Facebook Page (Sept. 24 – Nov. 30, 2012)



#### Twitter

Twitter is always an important aspect of We Day events, but ever-increasing proliferation of smartphone use among youth made Twitter activity on and around We Day greater this year than ever before.

#### Twitter Highlights

- **#WeDay** trended in Canada as one of the most discussed topics on Twitter during We Day Vancouver.
- **@freethechildren** and **@ddlovato** trended in Vancouver in the afternoon of We Day Vancouver

#### Social Media Testimonials

##### Facebook:



Sabine Moller

oh my god WE DAY Vancouver was AMAZING!!!! that was the most inspirational thing i have seen in my life Thank you



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**Tally Van de Leest**

We Day was truly inspirational! Words cannot even describe how amazing it was! I am so happy to have had the opportunity to be there today. It was definitely a life changing experience! We really can be the change! I am determined to make a difference in this world! Thank you so much, We Day, for all the wonderful, motivational things I've heard today! It's been truly amazing ♥

Twitter:



**vuitton\_c**

Such an inspiring day at #WeDay! #TEEN16yrWeDay  
@teathermaven @natwpe @MeDa\_Teens @wedayvancouver



**BrentSeal**

And that's the show wow what a show it was Entertainment +  
Social Change = Inspired Youth Great job @natwpe @MeDa\_T



**Tayler\_Glaspey**

@natwpe After being so inspired #WeDay, I have decided that  
on my 16th birthday nov29 I don't want any gifts just pennies!  
4charity



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## APPENDIX A: Media Clips

# THE VANCOUVER SUN

### **We Day: In wake of Amanda Todd tragedy, anti-bullying message defines 20,000-strong event**

Taking the stage during the event were musical performers like OneRepublic and Shawn Desman

**BY CHRIS REYNOLDS, VANCOUVER SUN OCTOBER 19, 2012**

Students talk about the inspirational effects of seeing Demi Lovato, Desmond Tutu and more.

VANCOUVER - "We're going to change the world!" 20,000 young people roared Thursday in response to an impassioned plea from Magic Johnson for tolerance and compassion.

The five-time NBA champion, who has become an HIV/AIDS prevention advocate, was one of the keynote speakers at We Day, which drew students from Grades 1 to 12 to Rogers Arena to celebrate what individuals can do to improve the world.

Johnson said people can make use of their adversities, noting that when he became HIV-positive, fellow players did not want to share the basketball court with him.

He went public with his diagnosis and helped to bring the topic into the open.

"I was able to stop the discrimination against HIV ... so what I want you to take away from this is no matter what colour (your classmates) are, no matter if they look different from you, embrace them because discrimination and bullying are not cool," said Johnson.

His talk came during a rollicking day of musical performances, speakers and videos, that ran from 9:30 a.m. until about 2 p.m. and focused on community engagement and social awareness.

The speakers included Craig and Marc Kielburger, co-founders of Free the Children, the Canada-based global charity behind We Day.



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"Each and every one of you out there, you're the leaders," said Craig, 29. Free the Children's signature event, one of eight across the country each year, Thursday's event included rock concert-like lighting, massive TV screens and flashing stage sets.

Upbeat "crowd pumpers" whipped up the audience throughout the day, dodging incoming dance crews and camera cranes.

Craig Kielburger said earlier that the event's theme of bullying had been chosen before Port Coquitlam's Amanda Todd committed suicide after years of cyber-bullying. The death of the 15-year-old last week gave it extra poignancy, he said.

Guests at the event, from American pop singer Demi Lovato to Archbishop Desmond Tutu, touched on anti-bullying themes. Todd had been planning on having the words 'Stay Strong' tattooed on her arm, the same motto inked on the wrist of her role model Lovato, an anti-bullying advocate.

"Bullying is a very serious issue. People end up taking their lives because of it," Lovato said before her performance Thursday.

She sees girls like Todd as particularly vulnerable, "because they're at an age when their bodies are changing ... they're coming into themselves, but also ... middle school, high school is a really hard time to make it through and rise above things."

The public derision and shame that often comes with cyber-bullying has prompted Lovato, who suffered from self-esteem issues as a teenager, to view social media with mixed emotions: "Sometimes I think it's more a curse than it is a blessing," she said.

"It's embarrassing enough to get bullied in person, but then when it's out in front of the entire world, online on your Twitter and Facebook, everyone sees it."

Lovato's words struck a chord with Cassidy Roder and Bridgette Ferrara, high school students at St. Thomas More Collegiate in New Westminster.

"I think she had a good story and it was easy to relate to....," said Roder.

Ferrara added: "It was nice to hear that she made it through her tough time, and that she's there for us."

Tutu told the crowd that words can hurt as much as physical oppression.

"Language is very important," he said, recalling his struggles in apartheid South Africa. "Language can make you feel like a non-entity."

At the end of the interview, Tutu did a little dance with Grammy-Award winning singer Angelique Kidjo, as thousands of students twirled electric "lite" bracelets throughout the darkened arena.



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Harold Munro, editor-in-chief of The Vancouver Sun, spoke briefly to the crowd about the power of narrative to effect change.

Referring to a special section of The Sun in students' take-home tote bags, he said: "It's full of stories about people like you with ... a passion for social justice.

"Newspapers have always informed people. I would urge you to read some of the stories and change the world."

Marc Kielburger, 35, alluded to Mohandas Gandhi when he said: "Be the change " calling those words "some of the most important ever spoken in the history of social justice."

Other performers included OneRepublic, Cody Simpson and Shawn Desman, whose Nobody Does It Like You reaffirmed the Kielburgers' message of individual empowerment.

To earn their seats at We Day each year, young people in Canada have helped raise \$20 million for 500 causes and volunteered more than three million hours for local and global causes involving 5,700 schools since 2009, according to Free The Children's website.

These efforts tied into campaigns to install water pumps and wells abroad, relieve hunger at home and raise awareness of aboriginal issues, child labour and oppression of women and girls.



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# The Province

It starts here.

## We Day in Vancouver, through the eyes of those who attended

The Province October 18, 2012

Bullying, charity and overcoming adversity were the major messages hitting home for the 20,000 youth attending We Day Vancouver at Rogers Arena. The star-studded event featured inspiring messages of hope from Free The Children founders Marc and Craig Kielburger, Magic Johnson and Desmond Tutu.

Premier Christy Clark drove home the message "it's from moving me to we, from one to many" by using the story of Terry Fox's fight against cancer and Port Coquitlam teen Amanda Todd, who recently took her life after years of torment from cyberbullying.

"She felt people's fists and she felt their words. And Amanda left us a video record of what it felt like," said Clark as the crowd fell silent.

Bullying would continue to be a theme throughout the speeches, much to the thanks of attendees who were hoping before the event that it would be discussed. The somber mood was changed as the likes of OneRepublic and Shawn Desman got the crowd back on their feet and dancing.

Former NBA player Magic Johnson used teamwork as a theme in his speech, imploring the attendees to build each other up instead of knocking each other down.

RBC, a sponsor of the event, lit up the arena with their One Drop campaign to make safe water available to the world.

Each attendee was given a necklace which lit up to signify each drop of water.

Wilson and Jackson, the authors of "The Last Maasai Warriors" were returning guests to We Day, talking about not only the traditional Maasai rites of passage, but the importance of education.

Teen heartthrob, Cody Simpson, brought the arena to a deafening roar with a surprise performance.

Free The Children founders, Marc and Craig Kielburger, took this year's event to launch the idea of a "mini We Day" to bring the global movement into the classroom.





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The adults in the crowd likely suffered temporary hearing loss as singer and X Factor USA judge, Demi Lovato, took to the stage to perform "Give Your Heart a Break." Lovato shared her own story about bullying and her battle with depression, telling the attendees that "this is something we can beat."

The day closed with One Republic returning to the stage to perform "Good Life."



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**October 18, 2012 Updated: October 18, 2012 | 9:40 pm**

Anti-bullying message echoes at We Day Vancouver

By Phylicia Torrevillas Metro

Phylicia Torrevillas/Metro An estimated 20,000 people packed Rogers Arena Thursday for We Day, which calls on young people to stand up for change and fight for local and global causes.

Magic Johnson, Demi Lovato, Molly Burke and Cody Simpson have something in common — they've been discriminated against or bullied.

High-profile speakers and performers took to the stage at Vancouver's We Day event Thursday, tackling issues including poverty, overcoming adversity, and charity.

But what dominated the most was the message against bullying, a topic in the spotlight across Canada because of Amanda Todd — a Port Coquitlam teen who recently took her own life after being bullied online and at school.

American pop star Demi Lovato, who dealt with bullying when she was 12 that led her to depression and cutting, said that young women like Todd can be particularly vulnerable.

"They're at an age when their bodies are changing ... they're coming into themselves," she said, stressing the importance of spreading awareness on the issue. "Middle school, high school is a really hard time to make it through and rise above things."

Lovato's message resonated with Lauren Meekma, 11, from Kelowna's Ann McClymont Elementary who said she was inspired to "help people out when they're getting bullied and what to do when you're the one getting bullied."

Johnson, a five-time NBA champion and former L.A. Lakers player, told a stadium packed with 18,000 youth of his bout against discrimination when he contracted HIV more than two decades ago.

"Instead of getting upset, I decided to educate them about that you could play against a player with HIV and not worry about it," he said, urging youth to see past race and appearance because "discrimination is not cool."

Burke was severely bullied for being blind, while Simpson — a 15-year-old Australian pop singer and YouTube star — was made fun of for wanting to sing.



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But human rights advocate Archbishop Desmond Tutu believes that positive change is possible.

"There is no problem that is insoluble," Tutu told reporters at the event. "There was a time when people told us apartheid would never end, or it was going to end with a racial bloodbath. It's ended. And so, why shouldn't we say, 'Ah, this is a world that is made ultimately for goodness, that each one of us is in fact made of goodness.'"



## Free The Children and the Government of British Columbia

SUPPORTING STUDENT LEARNING AND ENGAGEMENT



Ministry of  
Education

Together, Free The Children and the British Columbia Ministry of Education are educating, engaging and empowering young people across the Province of British Columbia to realize their fullest potential as agents of change. We are pleased to present the following proposal to the Ministry of Education and look forward to continuing and deepening our partnership in the 2013-2014 school year.

### Free The Children in British Columbia

Thanks to the incredible support from partners like the Ministry of Education, Free The Children has been able to deliver our transformative educational programming, We Day and the year-long program, in schools across British Columbia.

In the 2011-2012 school year, nearly 100,000 students from British Columbia actively participated in the year-long program. Together, these passionate students fundraised over **\$1.4 million** for 270 different local and global charities.

As a result of participation:

- **97%** of BC educators surveyed found their students now believe **they can make a difference in the world.**
- **96%** believe their students now see themselves as **part of a broader community.**
- **84%** agree there is a **greater atmosphere of caring and compassion** in the school environment.

### We Day Vancouver

The largest event of its kind, We Day is now held in every major Canadian city, welcoming young change-makers to nine events across Canada. We are quickly expanding our programming reach on a global scale, with inaugural events to be held in the United States and the United Kingdom in the upcoming year.

Introduced to British Columbia in 2009, We Day Vancouver annually welcomes 20,000 youth from over 700 BC schools to our educational and inspirational youth empowerment event.

We Day Vancouver 2012 held at the Roger's Arena on October 18, brought to the stage incredible talent including Magic Johnson, Demi Lovato, Archbishop Desmond Tutu, Justice Sinclair, Holly Branson and BC Premier Christy Clark. The event showcased highly relevant topics such as bullying, poverty, clean water and food security, motivating students to stand up for issues that matter at home and around the world. It was broadcast across the country on CTV and MuchMusic, and featured in four newspapers, including two front-page articles.



Premier Christy Clark opens the show at We Day Vancouver.



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the  
change

## Supporting We Day Vancouver 2013

Together, We Day and the year-long program provide a comprehensive platform to raise a generation of active global citizens. Students earn their way to We Day through service, and leave the event inspired to take action in their local and global communities. Free The Children is looking forward to welcoming thousands of students to We Day Vancouver in the 2013-2014 school year, with the event to be held at the Rogers Arena on October 18 2013.

Bringing We Day to life would not be possible without the support of partners like the British Columbia Ministry of Education. Renewed government support of We Day production is critical to ensuring that British Columbia's students and schools can continue to experience We Day free of charge. These funds contribute to the creation of educational content to reflect student voices and achievements, and for the mobilization of district support and school participation at We Day.

With your renewed support of \$100,000, **20,000 youth** and educators from over **700 schools** and **43 school districts** will be able to attend We Day 2013 in Vancouver.

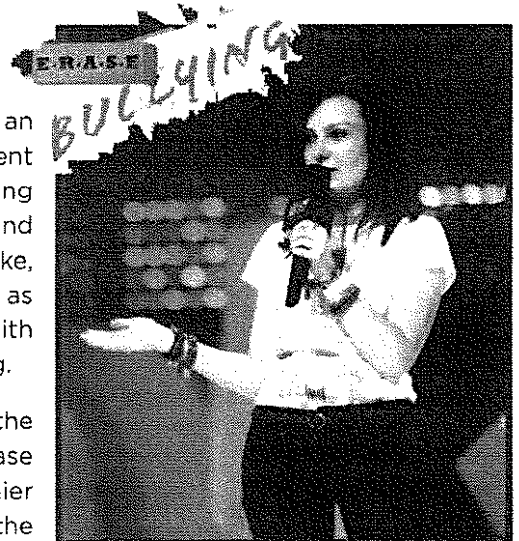
## Sponsorship Activation Opportunities: Showcase ERASE

Free The Children takes the issue of bullying very seriously. We integrate an anti-bullying message throughout our programming and it plays a prominent role at We Day. We work to address the root causes of bullying by building student leadership, promoting a caring and compassionate school culture and inspiring youth to take a stand against this critical matter. In 2012, Molly Burke, an 18-year-old activist who lost her vision at 14, joined Free The Children as an advocate of our anti-bullying movement. Her story resonates widely with a young audience and helps empower young people to stand up to bullying.

The Ministry of Education can leverage the We Day platform to highlight the Ministry's ERASE initiative to a highly engaged target audience. Showcase opportunities could include an on-stage speaking opportunity for the Premier or Minister of Education, or a sponsored video segment on ERASE and the issue of bullying.

We Day would not be possible without the support of the Ministry of Education.

Free The Children is proud of our strong partnership history and is delighted to have the opportunity to partner with the Government of British Columbia once again to advance our mutual objectives.

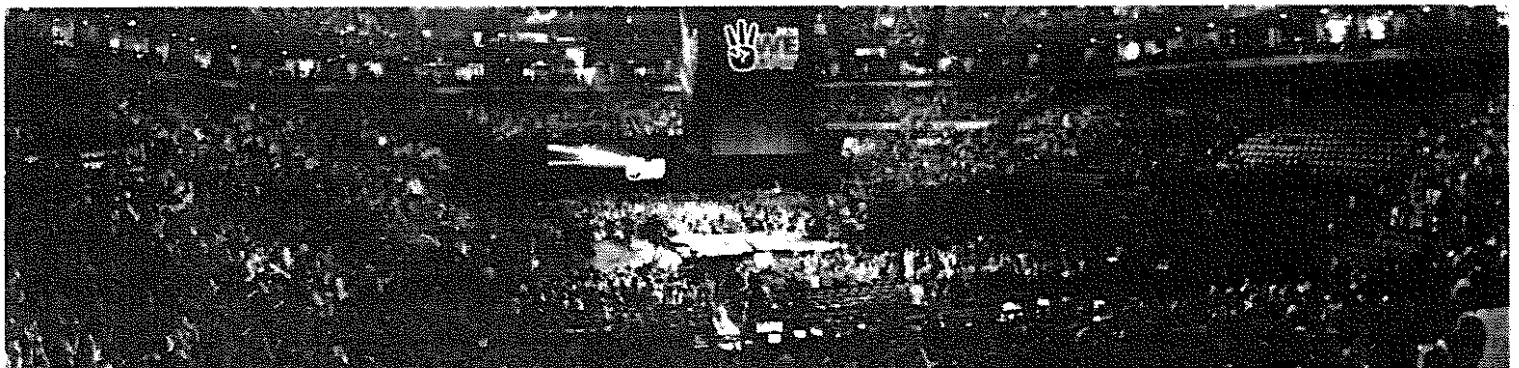


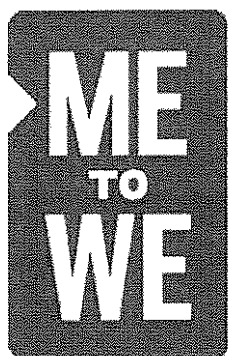
Activist Molly Burke, 18, speaks at We Day about her experience with bullying.

For more information please contact:

**Devon Kennedy** | Director of Operations, Western Canada

Email: [devon@freethechildren.com](mailto:devon@freethechildren.com) | Tel: 604-875-8791 ext. 228





# Stand Up! Program Impact Report

Created for the British Columbia Ministry of Education



## **Introduction**

A decade ago Me to We developed its first school-based leadership program. The goal was to provide youth with a safe space to explore social justice issues, develop transferable leadership skills, and build the confidence required to take action on the issues that matter most to them. Over the years, Me to We's leadership programming has evolved to become as diverse as the issues, communities and student leaders it serves. Our programs focus on issues and themes including: global citizenship and volunteerism, aboriginal culture and tradition, and inclusivity and bullying. Our school-based signature programs, customized leadership workshops, and international volunteer trips are structured to lead youth through a transformative process specifically designed to help them live a more altruistic lifestyle.

## **Me to We's Theory of Change**

Our experiential and service learning approach to educating students creates optimal learning environments where students feel safe to learn, be challenged, take risks, be themselves and feel included. Though each program varies in its theme, focus and structure, participants involved in any of our programs will follow a common path. Throughout the course of our programs, Me to We facilitators mentor students to ensure that they have continued support through this transformative process and that they leave the programs feeling empowered, with the confidence that they can create positive change in their daily lives through service.

This transformation follows the process defined in our Theory of Change. The theory applies three key focal points to guide participants in the exploration of leadership development, social justice education and civic duty. These focal points are:

## **Issues Education**

The issue focus may change from program to program, but all Me to We programs use peer-to-peer learning to educate young people about the social issues that are present in their backyard and abroad. Through thoughtful peer-driven discussion, students discover the issues they are passionate about while at the same time learning how to be supportive of the different opinions and passions of their peers and build empathy and understanding of different points of view. It's through this process that participants identify issues they are personally passionate about laying the foundation for personal accountability to making positive change.

## Skill Development

Once participants have built a personal connection with a social issue, Me to We facilitators focus on training young people to develop the leadership skills that will help them address that issue. Facilitators work with youth to build upon their existing skill set as well as to develop new skills such as running effective meetings, researching, team building, communication, and conflict resolution. The skills participants develop in Me to We programs are transferable to support their academic, professional and philanthropic aspirations.

## Action Planning

Action planning is the most important focus of Me to We programming and is the culmination of all learnings and development in our programming. With knowledge of social issues established and leadership skills developed students come together to build detailed and focused plans of action. Students are coached and provided feedback on their action plans by their facilitators and their peers. The application of program learning to a tangible action plan, focused on the issues that matter most to the students, helps participants build a personal connection to service and acknowledge that they can indeed have an impact in the world.

## Impacts of Me to We Signature Programs

Me to We strives to understand the impacts of our programming on the development of young people, and we are diligent in collecting feedback from our participants. Once collected, we pass that feedback on to you, our valued stakeholders, to demonstrate the positive transformation made by youth in our programming.

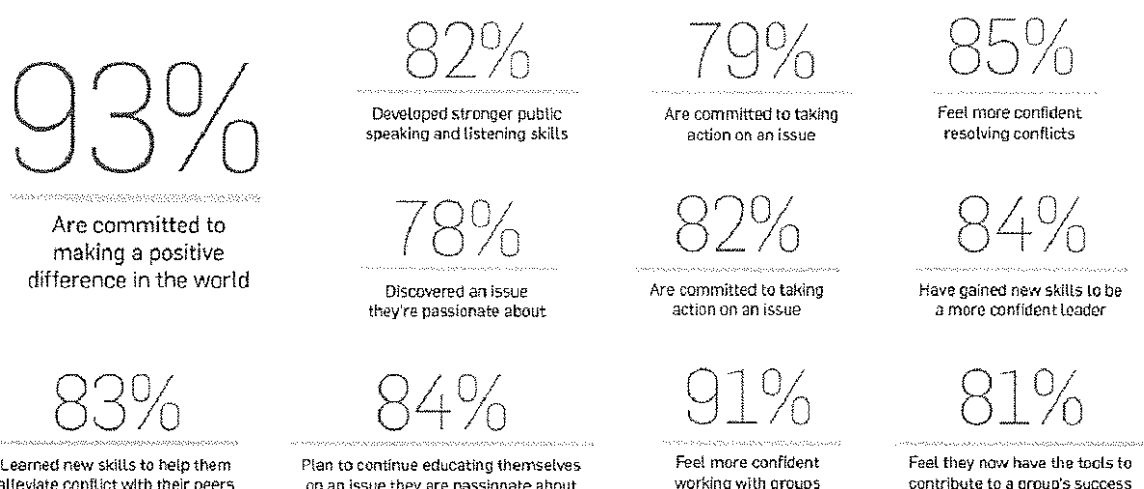
We evaluate our programming with reference to the Theory of Change model, which is used across all programs, while also measuring the unique impact of our Signature programs on their specific desired outcomes.. The data summarized in this report reflects the feedback gathered from 300 + participants from across Canada who participated in our Take Action, Sacred Circle, and Stand Up! leadership programs.







# THEORY OF CHANGE



## The Stand Up! Program: Fostering Safe School Environments and Bully Prevention

Stand Up! is a holistic leadership program aimed at educating students on the issues of bullying and equity, while empowering them with the leadership skills required to build and promote a positive and inclusive school climate. The program creates accountability amongst students and schools to develop a safe and supportive school culture which is both lasting and sustainable; helping to raise awareness and lower the frequency of bullying in schools.

The Stand Up! program is designed to align with students' needs as well as priorities and themes that are important to school boards and educators in today's current environment.

The program takes a collaborative approach to building a systematic, cultural change in schools by fostering the relationships between students, educators and the community. Students are equipped with skills, including advocacy, communication skills and teamwork, allowing them to work effectively alongside all stakeholders to make change in their schools communities.

Me to We would like to sincerely thank the British Columbia Ministry of Education for their support in helping to launch the Stand Up! Program for the first time in British Columbia. We would also like to thank the following school districts for welcoming our programming into their schools:

- District 27
- District 28
- District 57
- District 91
- District 82
- District 52
- District 54

*"What struck me most about the Stand Up program was the way in which it empowers students. The facilitators, Mike and Amanda, gave the students the tools to diagnose the types of bullying happening in their schools. Then they put the ball in the students' court when it came to formulating solutions to these issues. The end result was an essential realization, for the student and adult participants: the students are the key to stopping bullying in their schools."*

Ryan Hanely, Educator at Lake City Secondary School



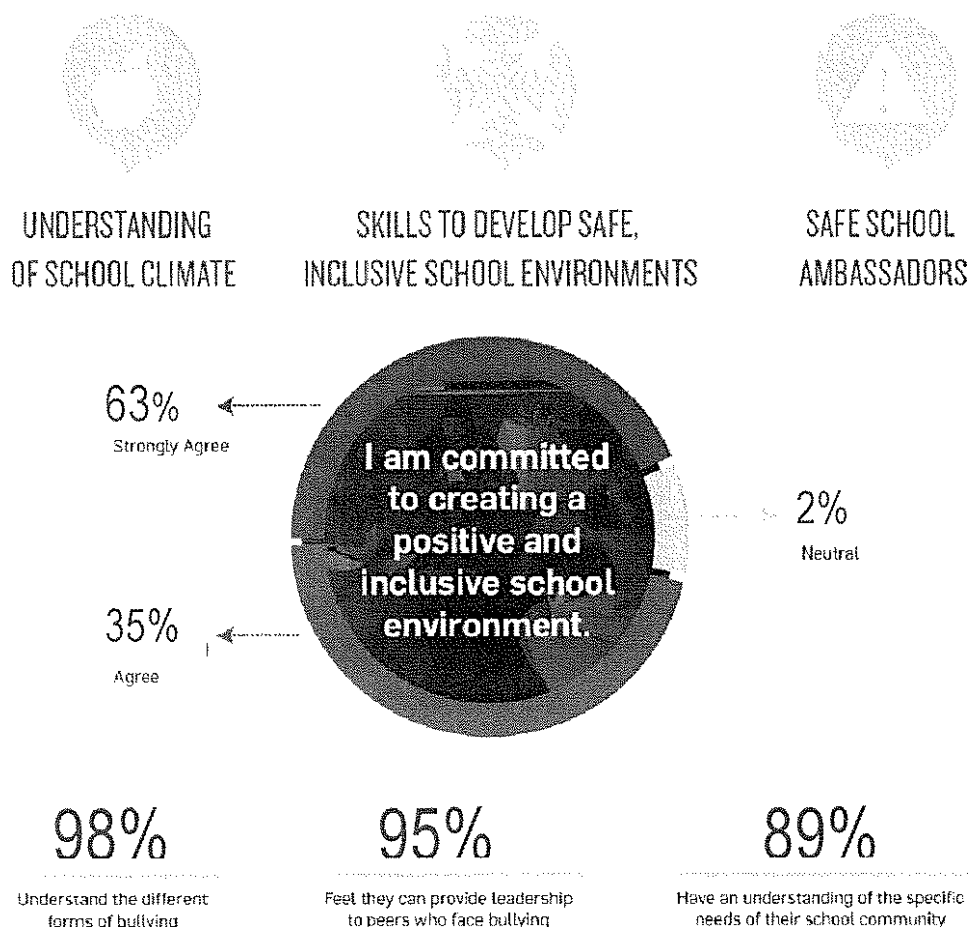
### **The Stand Up!: Program at a Glance**

Me to We has partnered with the British Columbia Ministry of Education to deliver the Stand Up! Program in seven districts. Through the motivational speech component of the program, Stand Up! has reached **5,500+ elementary and secondary school students** in British Columbia. By educating the students on inclusivity, equity, bullying, and their responsibility for building a safe school environment the speech helped to build a united movement for change across the province. Through our intensive multiday workshops, we have **mentored 240 safe school ambassadors** to develop action plans targeted at supporting their schools-specific needs. Below are the survey results taken from 150 students who participated in the Stand Up! Program.



*"I left the Stand Up workshop feeling like a whole new person. It's so powerful being in a room full of your peers, passionate about making a change. I think we've been equipped to do some really great things and stand up against bullying."*

Janelle LaPointe, student at Fraser Lake Elementary/Secondary School



*"The Stand Up Workshop changed the way I feel about how things are in my school. Bringing the leaders of our school together in one room brought up a lot of passion, good ideas and for me a lot of emotion. I believe those two days will have such a great impact on our school and community. We have the power to get rid of the bullying problem we have here."*

Kailee Duncan, student at Fraser Lake Elementary/Secondary School

Me to We facilitators work with each group to lead and analyze a school climate survey to fully understand the specific needs of their school. After reviewing the results of the survey, our facilitators coach students through activities that help them to match the



analytics with ideas that are both creative and collaborative. The result is a student driven plan of action aimed at supporting their peers who face bullying and building an inclusive school environment. Below are some examples of the creative action plans students are already executing in their communities.

School Name	Action Plan
<p>Lake City Secondary School District 27</p>	<p>Students started a campaign called 1000 Ways To Stand Up. They have created sheets that have a section to nominate people and identify how they stood up, these sheets are in all classrooms and the offices. Their goal is to get more than 1000 and hang them around the school as a visual representation of change. They also held a Stand Up assembly on December 6<sup>th</sup> where they raised awareness about violence against women and bullying. They also held mini workshops with grade 7 classrooms about ways to Stand Up and raising awareness about bullying. They also created Stand Up T-Shirts as a way to identify themselves as safe space students who will be inclusive to everyone.</p>
<p>Quesnel Junior Secondary School District 28</p>	<p>Students currently have four committees right now within their Stand Up group: Humanitarian Work, Mobs (going into classrooms and spreading awareness about standing up), Intramurals (for more inclusive activities as a way to make new friends), and Lunch Time Activities (teambuilding and fun exercises). Students want to move forward with ideas that align with the theme of the month, in November the theme was kindness.</p>
<p>Kelly Road Secondary School District 57</p>	<p>Students started a positive sticky note campaign. They posted positive sticky notes on almost every locker in their school. . Chloe, a student from Kelly Road did presentations to her school about inclusion and to address the issue of bullying due to ableism in her school. Their Stand Up club is a part of the Me to We club. They were focusing on a lot of issues and wanted to have their meetings only focus on one issue at a time so not to get overwhelmed. They also discussed ideas on how to more clearly communicate their message and purpose to their peers creating a mission statement and how they could go around to classrooms to speak to them so the student body knew who was in the club and what the club does.</p>

<p>Fraser Lake Elementary &amp; Secondary School District 91</p>	<p>Students were very successful with their short term positive sticky note campaign. They put positive sticky notes on the outside of lockers and personalized positive messages in lockers. They had a good response from other students and staff. They decided on a long term action plan: A Stand Up Week! Monday: Assembly - Introduce the week, why we are doing this, quotes and happy positive messages, sharing stories, videos. Tuesday: Teambuilding activities, Wednesday: Trust exercises, Thursday: Anti bullying scavenger hunt, Friday: High Five Friday and cupcake give away at a coffee house. All events to happen at lunch time, trying to make it a team challenge activity, similar to the Amazing Race.</p>
<p>Skeena Middle School District 82</p>	<p>Students started a weekly ritual of Wildcat Wednesday which is a spirit day to promote school spirit and a way to include all students. They have had good participation for Wildcat Wednesdays. Now they are currently working on writing positive messages to put inside peoples lockers. They needed some assistance in running an effective meeting so we discussed this and gave them the tools they needed in order to be more productive in meetings.</p>
<p>Charles Hay Secondary School District 52</p>	<p>Students did a lollipop campaign and handed out lollipops with a piece of paper attached with a code that when scanned brought you directly to the lollipop moments TEDtalk (a leadership talk). They put positive sticky notes, 1 on each locker in the school. They had a positive impact through both campaigns. A few select students have done awareness talks to grade 7's and to the community. A few students participated in the Santa Clause parade with the RCMP and handed out Me to We cards to spread the message of inclusivity to the community.</p>

<p>Smithers Secondary School District 54</p>	<p>Students have started a bracelet campaign and are distributing bracelets to students who have demonstrated positive behaviour toward one another. Each colour represents a different character trait: orange is for courage, multi-coloured is for individuality, pink is for compassion, green is for inclusivity, blue is for respect. They introduced the bracelets at their school wide assembly and updated their peers on what they have been doing in their group. They shared their findings from our initial workshop: The hot (where they feel safe) and cold spaces (where the bullying happens) of the school and the root cause analysis of why bullying occurs. They are also looking into getting the group to be a credited course, which will help with participation and attendance of meetings.</p>
<p>Hazelton Secondary School District 82</p>	<p>Students made posters for inclusion and put them around the school. They held a tie-dye event and invited everyone to come out and have a fun social event of tie-dyeing t-shirts. The event had good turn out and went over well but they reflected and thought people might not have understood why they were tie-dyeing and the purpose of the event. So they wanted to create a clear mission statement so that people understand the purpose. They are also working on a PSA video about bullying.</p>

The Stand Up! program aims to create a network of likeminded youth within each school, who are committed to creating and maintaining a positive and inclusive school environment. Through our partnership with the British Columbia Ministry of Education students feel that they are not only supported by a network within their school, but across their board, further supporting their efforts. Each student led action within the individual school is one step towards a bigger action of eliminating bullying at a board wide level.

### A Note from Our Facilitators

Dear BC Ministry of Education,

We are so happy to take the time to reflect on the important successes of the Stand Up program. Bullying is one of the biggest issues facing our youth today, we are living in a world where the incidents of harassment and abuse are causing far too many negative impacts that when not addressed can cause harm beyond measure. This is an issue where action needs to be taken and through the Stand Up program we have witnessed young people rise to the challenge and answer the call to action.

We were so impressed by the amount of compassion these students demonstrated for the perpetrators. They taught us the importance of truly caring for our neighbours in order to prevent them from choosing to participate in negative actions. These students expanded our perspectives on how much teenagers care and the distances they are willing to travel in order to shape the world they want to see.

Amanda and I were also very lucky to be able to witness firsthand the impacts of Stand Up, impacts that were both personal and motivational for our youth. Throughout our time in British Columbia we were able to see growth and change in many participants as well as entire groups coming together. We witnessed strangers become friends and friends become colleagues dedicated to taking action.



Although we witnessed many impacts on our participants, it was their impact on us that will remain. Seeing the dedication, creativity, and passion of our young people has pushed both Amanda and I to be better people within our own community. It was the connection with our youth – the friendships made – that reinforced and energized our commitment to our work as leadership facilitators and speakers. The program has also opened our eyes to how much work is left to do before school feels safe for every student in Canada. It's our hope that this program will continue to reach those who need it most.

At the end, looking back – it seems important to identify what we believe to be the top three take-away's of this program and why we look forward to continuing our partnership with you in the future. Firstly, we were happy to see the level of awareness around the issue of bullying greatly increase in the safe school ambassadors we worked with. Secondly, the students we worked with proved that when young people are given the opportunity they will always rise to the challenge. It showed Amanda and I, as well as



educators and administrators, that this is an issue young people care about and are willing to take action on. Finally and perhaps most importantly, the Stand Up program provided our young people with the space to use their own voices, their own stories - to motivate others to action.

We cannot thank the BC Ministry of Education enough for providing this opportunity to spread the message of inclusivity and acceptance to those who need it most. Through our partnership we have been able to educate, inspire, and empower over four thousand students in British Columbia to take action within their own schools. Thank you again to everyone who has been involved with Stand Up, together we can create changes and make our schools safer spaces to be.

Mike Lorsch and Amanda Wand

*"Amanda and Michael, I wanted to say a big thank you for the amazing job you did with the workshops at my school. You were able to develop a climate of inclusiveness which allowed the diverse group of students to come together for a common goal. Both of you displayed a sincere passion for helping youth and the program you represent. I am confident that you have played an important role with helping our school change for the better. Thank you again for allowing me to be part of this important program."*

Troy O'Toole, Counsellor, Charles Hays  
Secondary School



**Field**

**Response**

**How did your school choose to select the students who participated in the workshop? Please elaborate. Was it successful? Would you do it differently if you had another chance?**

We asked the counsellors and administrators to submit a list of students from each grade of who they thought would benefit from this workshop. From this list we narrowed it down to 30 students. I found this process successful as it provided a good demographic of the students at our school.

**What changes, if any, did you notice in the students who participated in the Stand Up! program?**

Most gained a sense of purpose, that they were there to help make a change. As the program progressed some students became more involved vocally and seemed to gain confidence in themselves.

**What changes, if any, did you notice in the educators at your school who participated in the Stand Up! program?**

They seemed to be as motivated as the students. Created a positive connection with a group of students in their school.

**What, if any, lasting impacts do you hope to see within your school?**

That this will continue as the years pass. Not a trend but an established group to help maintain a positive and inclusive culture at our school.

**What additional support or resources do you require to ensure that the impacts of this program are sustainable?**

Continued support from the Ministry and the school district when needed.

**How could Me to We's program be improved to increase the impact that you were able to observe in your school community?**

What they did for the students and staff was great. I would not change a thing. Perhaps an evening session for parents in the community would increase awareness.

**Please comment on the school-wide speech delivered to your students. What impact did it have on students? Did you notice any particular response from teachers or students?**

It provided another reminder.

**Please comment on the workshop CONTENT. Was it relevant to your school? Were custom, tangible actions designed by your students? Did students walk away more knowledgeable and with skills to address bullying?**

The workshop felt very personable. The facilitators made a concerted effort to ensure everyone felt welcomed and involved. I believe the students who participated in the workshop are better prepared to deal with bullying. The facilitators gave them the confidence to Stand Up!

**Please comment on the workshop FACILITATORS. Did Amanda and Michael meet the needs of your students and staff?**

Amanda and Michael did an amazing job with the workshops at my school. They were able to develop a climate of inclusiveness which allowed the diverse group of students to come together for a common goal. They both displayed a sincere passion for helping youth and for the program they represent. I am confident they have played an important role with helping our school change for the better.

**Additional Comments:**

Glad I was part of this great program. Thanks!

**Can we use your comments as testimonials to the power of the Stand Up! program?**

Yes

**Name, School (Optional)**

Charles Hays Secondary School

**Field**

**Response**

**How did your school choose to select the students who participated in the workshop? Please elaborate. Was it successful? Would you do it differently if you had another chance?**

We offered the opportunity to a wide range of student who we thought would be interested and be good candidates and then opened it up to a few more once the initial assembly was done. Yes, I think it worked well. We know our kids and communities well and I think we got a good balance.

**What changes, if any, did you notice in the students who participated in the Stand Up! program?**

I think they became quite interactive with each other, moreso than they would have otherwise. They seem very proud of their work and are speaking about the experience very positively.

**What changes, if any, did you notice in the educators at your school who participated in the Stand Up! program?**

None specifically; they continue to be focussed on and dedicated to the issue and to working with kids to address the issue.

**What, if any, lasting impacts do you hope to see within your school?**

A growing awareness of the impacts of bullying and what a difference kindness and "standing up" can bring.

**What additional support or resources do you require to ensure that the impacts of this program are sustainable?**

It would be nice to have little refreshers and reminders over time to "stand up". That could be recorded messages, posters, even a new assembly down the road.

**How could Me to We's program be improved to increase the impact that you were able to observe in your school community?**

**Please comment on the school-wide speech delivered to your students. What impact did it have on students? Did you notice any particular response from teachers or students?**

Very positive -- good message, relatable presenters, etc.

**Please comment on the workshop CONTENT. Was it relevant to your school? Were custom, tangible actions designed by your students? Did students walk away more knowledgeable and with skills to address bullying?**

Yes, it was very revelent. Kids were very open to discussing the ideas, and felt empowered. They did tie-dying of t-shirts as a group and a poster campaign.

**Please comment on the workshop FACILITATORS. Did Amanda and Michael meet the needs of your students and staff?**

They were great!

**Additional Comments:**

**Can we use your comments as testimonials to the power of the Stand Up! program?**

Yes

**Name, School (Optional)**

Hazelton Secondary School



**Field**

**Response**

**How did your school choose to select the students who participated in the workshop? Please elaborate. Was it successful? Would you do it differently if you had another chance?**

Students were chosen by House Teaching Teams. It was definitely successful. We asked that students be chosen from all different social groups from the school.

**What changes, if any, did you notice in the students who participated in the Stand Up! program?**

Students became much more vocal and less intimidated by their peers. It broke down the social barriers that might otherwise exist between different groups of students. Students began to recognize their potential to make a difference in the lives of others.

**What changes, if any, did you notice in the educators at your school who participated in the Stand Up! program?**

Educators were excited to see that students from all different groups could work together positively and at the same time, increase their self esteem.

**What, if any, lasting impacts do you hope to see within your school?**

I am hoping that the group will establish a legacy of leadership where students run activities in the school on a weekly basis. They have established norms for their group and have elected a chairperson from each grade that will mentor younger students so that they are included in the process.

**What additional support or resources do you require to ensure that the impacts of this program are sustainable?**

I would like to have a regional leadership person contact our school about leadership opportunities in our area.

**How could Me to We's program be improved to increase the impact that you were able to observe in your school community?**

It would be nice to have the opportunity to Skype between different school leaders who have taken the Stand Up program in order to discuss some of the great ideas that they might have. Also, maybe a newsletter that includes some of the activities that other schools are doing so that we can share our resources.

**Please comment on the school-wide speech delivered to your students. What impact did it have on students? Did you notice any particular response from teachers or students?**

Staff and students were overwhelmed by the positive and enthusiastic message Michael and Amanda gave to our school. Some said that it was the best assembly that we have ever had.

**Please comment on the workshop CONTENT. Was it relevant to your school? Were custom, tangible actions designed by your students? Did students walk away more knowledgeable and with skills to address bullying?**

The content was definitely relevant. We were especially impressed by the positive message that was sent on this sometimes not so positive issue.

**Please comment on the workshop FACILITATORS. Did Amanda and Michael meet the needs of your students and staff?**

Amanda and Michael were fantastic! The students and staff were thrilled by their enthusiasm and knowledge in this subject area.

Field

Response

**Additional Comments:**

Thank you for allowing us this opportunity to improve our school culture in a positive, student friendly manner. Positive change only can occur when we are able to include all stakeholders, and often, students are forgotten in the process. The most powerful change comes from the students themselves, as they are the ones who need to believe that they can make a difference.

**Can we use your comments as testimonials to the power of the Stand Up! program?**

Yes

**Name, School (Optional)**

Quesnel Junior School

Field

Response

**How did your school choose to select the students who participated in the workshop? Please elaborate. Was it successful? Would you do it differently if you had another chance?**

Staff suggested, then kids approached. Then we had those kids suggest some other potential participants. Yes, successful.

**What changes, if any, did you notice in the students who participated in the Stand Up! program?**

Now more visible. More vocal. It clearly gave some the motivation/ confidence to actually step forward a bit. Stand Up!!

**What changes, if any, did you notice in the educators at your school who participated in the Stand Up! program?**

Personally, it gave me a wake up call. I am more vigilant and more vocal. I let far less "just slide".

**What, if any, lasting impacts do you hope to see within your school?**

Students Standing Up! and all of my kids feeling safe and included!

**What additional support or resources do you require to ensure that the impacts of this program are sustainable?**

Just some periodic refreshers , reminders. Hopefully this doesn't fade away as time goes by. We all need constant reminders,

**How could Me to We's program be improved to increase the impact that you were able to observe in your school community?**

n/a

**Please comment on the school-wide speech delivered to your students. What impact did it have on students? Did you notice any particular response from teachers or students?**

It made people reflect / take stock. Interesting to see which kids. Some surprises.

**Please comment on the workshop CONTENT. Was it relevant to your school? Were custom, tangible actions**

Great ideas for action. Yes, kids definitely left with some sound practical knowledge.

Field

Response

**designed by your students? Did students walk away more knowledgeable and with skills to address bullying?**

**Please comment on the workshop FACILITATORS. Did Amanda and Michael meet the needs of your students and staff?**

Extremely well!

**Additional Comments:**

**Can we use your comments as testimonials to the power of the Stand Up! program?**

Yes

**Name, School (Optional)**

Fraser Lake Elem - Sec

**Field**

**Response**

**How did your school choose to select the students who participated in the workshop? Please elaborate. Was it successful? Would you do it differently if you had another chance?**

Students put their names forward after listening to the whole school presentation. Some students, who were already involved in similar student groups/initiatives, were explicitly told to sign up.

**What changes, if any, did you notice in the students who participated in the Stand Up! program?**

Most were leaders in some sense already. However, a few stepped up into that role.

**What changes, if any, did you notice in the educators at your school who participated in the Stand Up! program?**

The teachers were already involved in similar projects and this group fit their philosophy well.

**What, if any, lasting impacts do you hope to see within your school?**

More recognition of the impacts of bullying behaviour and the concept of action vs apathy from our students.

**What additional support or resources do you require to ensure that the impacts of this program are sustainable?**

I'm not sure. We are planning on "paying it forward" with recognition bracelets. You have any free bracelets for us?? :)

**How could Me to We's program be improved to increase the impact that you were able to observe in your school community?**

Maybe too early to tell?? The presentations were well received.

**Please comment on the school-wide speech delivered to your students. What impact did it have on students? Did you notice any particular response from teachers or students?**

Followed a string of similar presentations - Rick Hansen/Difference Makers, Child's Play, etc... Me to We was well delivered. Good response from our students - we had 80 or 90 wanting to take part in workshops and had to pare it down to approx 30.

**Please comment on the workshop CONTENT. Was it relevant to your school? Were custom, tangible actions designed by your students? Did students walk away more knowledgeable and with skills to address bullying?**

Bullying issues and creating a safe and inclusive environment is also relevant. Particularly this year as we move our school wide philosophy and timetable to support more inclusive programming.

**Please comment on the workshop FACILITATORS. Did Amanda and Michael meet the needs of your students and staff?**

Yes. They were relevant, spoke well, and engaged the audience.

**Additional Comments:**

Thanks for your support. Looking forward, optimistically, to the impact our school-wide initiative will have.

**Can we use your comments as testimonials to the power of the Stand Up! program?**

Yes

**Name, School (Optional)**

Craig McAulay, VP, Smithers Secondary School