



The Leader's Guide



We Believe





Dear Leader.



If you are reading this, it means you are passionate about helping others, not only those who will benefit from the campaigns that you and your team plan, but also you are passionate about helping your team members learn and grow into excellent leaders.

Also, you are passionate about change. Here at We Believe, we believe in the power of real change, and that youth can shape the world into the one they want to live in.

We are therefore so thankful that you have decided to take on the role of a We Believe Leader. Whether you are a teacher, a staff member, a student, or a community member, we applaud your drive to help others and do so as part of a team that cannot wait to celebrate your achievements.

Here are a couple of our tips: 1) No two We Believe groups look the same. Your group is your group. By talking to your group, create your vision for what topics you will be tackling. Remember, your impact matters. Do not compare yourself to others. 2) There will be bumps in the road. When trying something for the first time (or let's be honest, sometimes the 20th time), we learn that there are changes we can make to make our process more efficient. Celebrate those- they are learning opportunities and will help you and your group grow. 3) You are not alone. Ask for help from your group members. Find their strengths and use them. This is not all on you- some so many people are there to help.

And finally, we want to say thank you. Your actions will make a difference and will help those in need. We can't wait to celebrate them with you at the next We Believe Event. .

Sincerely,

The We Believe Team

What's Inside ?



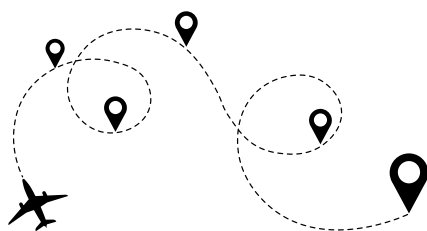
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Welcome to We Believe :



We Believe is an organization that strives to help others and build our skills while doing so. Inside this guide you will find everything you need to know about running a We Believe group, We Believe campaigns, and We Believe Events.

We Believe is based out of Saint John, New Brunswick, Canada. We were founded in 2017 by Daniel and Beverly, with a goal of expanding to schools across Atlantic Canada and then the world.



How will my school benefit ?



- Students will gain a variety of skills, such as leadership, communication, team building, partnership and more.
- Your school will get involved in the community, helping build relationships that will future benefit your school.
- Your students will improve academically, learning techniques for research and writing.

Our goal is to help others help others - Dan and Bev Foote

How to Run a We Believe Group



Organizing Your Group

When considering starting a We Believe group, you have to first determine how you are going to get members. Consider the following:



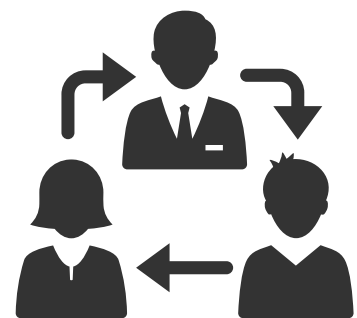
- *A Class in Your School*
- *An Extracurricular Group*
- *An Integrated Group*
- *A Community Group*



Group Roles

1.) The Group Leader

Whether they are a student, a teacher, a staff member or a community member, the Group Leader is the person who guides group meetings, is the main contact person, and keeps track of action plans and other documentation. However, this person can also assign tasks to other members.



2) Group Members

These people attend meetings, participate in investigations and other projects. They volunteer and take on tasks to help keep the group running.

Goals for Your First Few Meetings



Your first few meetings give you the chance to discover your groups passions and interests. This is essential for organizing events and campaigns.

1.) Set up a group guide 30-60 minutes

Your first few meetings give you the chance to discover your groups passions and interests. This is essential for organizing events and campaigns, because you will be on the same page as everyone in your group. However, before we do this, we must set up a group guide- essentially a code that every group member follows so that everyone can speak openly and honestly. Here is how to set one up:

- 1.) Advertise an assemble time and location. Mention it to those you know who may be interested.
- 2.) On the day of, thank everyone for coming. Explain that this is not your group- it is theirs.
- 3.) Start an open discussion about the importance of a group guide and how it can be used in order to keep group discussions on track.
- 4.) Using open ended questions, establish group rules and expectations. Here are some example questions:

What should someone do if they cannot complete the task they were assigned ?

How can we ensure everyone is able to attend the most amount of meetings ?

What should someone do if they want to leave the group ?

What should the steps to follow be if we do not agree with something another group member proposed ?

How can we ensure everyone feels safe to express their passions and interests ?

- 5.) Write these down and make the document free for anyone to view.



Goals for Your First Few Meetings



Your first few meetings give you the chance to discover your groups passions and interests. This is essential for organizing events and campaigns.

2.) Get to know the We Believe Website 30-60 minutes

As a group, scroll through the We Believe website. Learn about past, current, and future events, projects currently on the go and other important information. If something inspires you, write it down! <https://www.webelieve.ca/>

3.) Figure out what your group is passionate about 60-90 minutes

Read through the "Discovering Your Passion" activity at page __. Remember, you can always repeat this step!

4.) Create Roles for Each Member 20 minutes

Ask the participants the roles they want to have. Remember- no two groups are the same! It is okay if you have different group members than another group- but make sure you have a leader!

5.) Watch an Inspiring Video 15 minutes

Before your meeting, find an inspiring video to show the members. This helps encourage them to get inspired and make real change.



Welcome to



Passion

Helping you. Help others.

What are

We Believe Schools ?

Passion

We Believe Schools provide the opportunity for groups to receive mentorship and guiding when they are looking to run campaigns and events to help people at the local and the global level.



Every year, more schools become We Believe schools - giving their students the opportunity to grow their leadership, collaboration, and teamwork skills.

Why become a We Believe School ?



By becoming a We Believe School you gain access to a community of groups that want one thing - to help. You will receive updates on programs such as guest speakers and We Believe events.

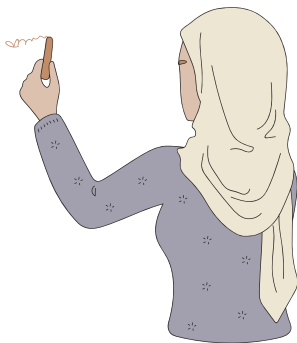
Discovering your passion

Passion

Whether it be within your community or across an ocean, the first step to helping others is determining what issue your group wants to tackle. Here is how to do that :

Step 1

- 1.) Using an open ended question, ask the group what they are passionate about.



Step 2

- 2.) Write down on a large surface everything that they say, in their own words. Use positive affirmation and thank them for sharing.

Step 3

Once you have collected all of the ideas, have the students choose one each and research it for 10-15 minutes. See student research handout on page *.



Step 4

Have each student briefly explain their topic. After, have students vote on which topics are most important to them. They each get one vote, so make sure they know to make it count!

Discovering your passion

Passion

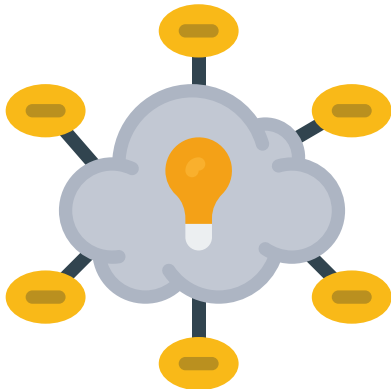
Step 5

Identify the most important topic for your students. Remember, you can always do this exercise again and by choosing a topic your students care about, you are more likely to have dedication and commitment.



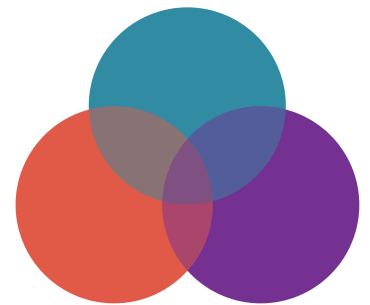
Step 6

Write the topic in big letters on a large surface. Using a bulleted list, a chart, or a Venn diagram, have the students brainstorm what about that issue is most important to them.



Step 7

Once you know what is most important to them, ask them how they can create change. using a Venn diagram, separate the ideas into local, global or both. Take a photo.



Step 8

Using the "Campaign Planning Sheet" P.15 *, fill out your action plan. Then, divide responsibilities amongst group members.

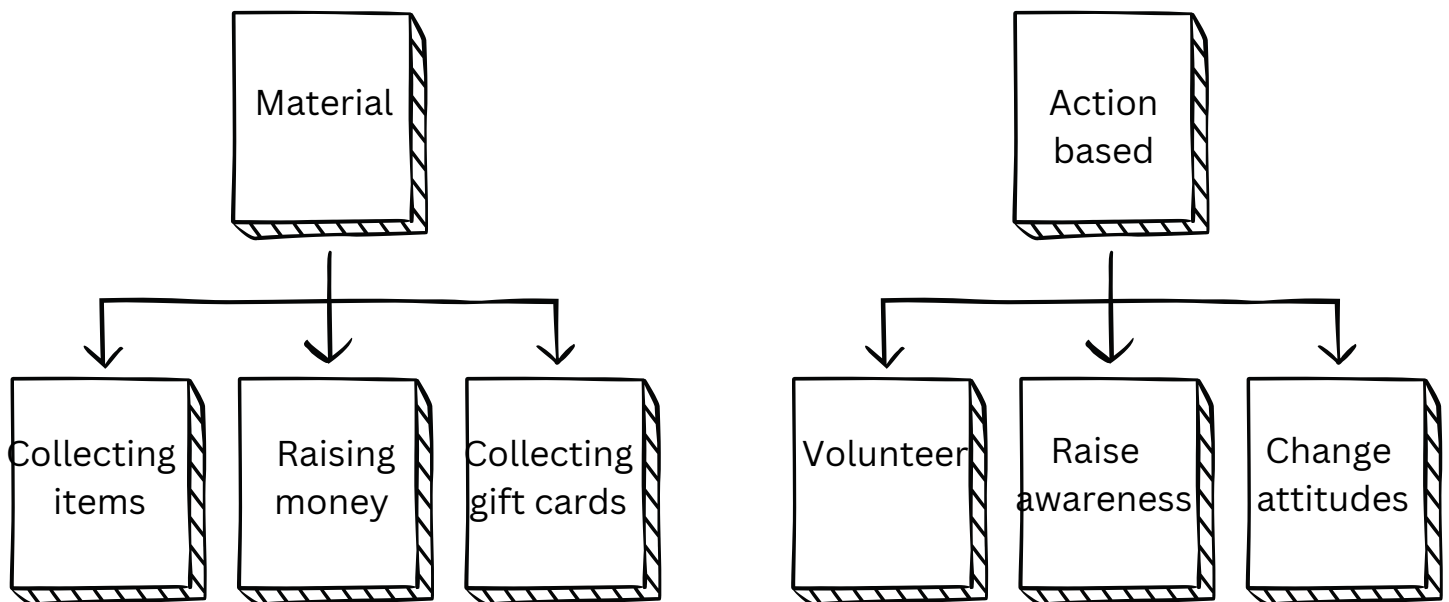


Types of Action and S.M.A.R.T Goals

Passion

So, you and your group have decided on your priority campaigns, but how do you make change ?

Making change can be done in a variety of ways. Here are some:



S.M.A.R.T Goals

Make sure your goals are:



SPECIFIC. MEASURABLE. ATTAINABLE. RELEVANT. TIME-BOUND

Welcome to

Resources

Helping you. Help others.

Campaign Planning Sheet

Resources

Topic:

Group leader(s):

Campaign idea:

Campaign details:

Campaign dates:



Campaign Planning Sheet

Resources

Key questions to answer during your process

- 1.) Who do we need to ask permission from ?
- 2.) Is there anyone we know who could provide help or feedback with our campaign ?
- 3.) How can we evenly divide responsibilities ?
- 4.) What events\other activities do we need to account for ?
- 5.) Do we need permission slips ?
- 6.) What precautions do we need to take for everyone to keep safe ?
- 7.) What skills are we working on developing ?
- 8.) How are we ensuring that the information we have and the places we donate to align with our standards ?



Campaign Planning

Example Sheet

Topic: *literacy rates of elementary school kids*

Group leader(s): *Maya and Dannien*

Campaign idea: *Start a partnership where high school students help elementary students learn to read*

Campaign details:

Signs:

- *Kiana will create signs about the importance of literacy and send them to Mrs. Brown by Thursday, March 11th.*
- *Mrs. Brown will print them on Friday, March 12th.*
- *Jeanie and Sasha will distribute them around the school on Monday, March 15th during homeroom.*

Partnership

- *Lia and Ms. Cardby will write an email to both principals requested a meeting together.*
- *Mia and Lia will create a presentation about the importance of literacy development for your students and the importance of getting involved in their community for older students.*
- *All the members of the group will come together to present the project to both principals and take any advice or questions they have.*

The Event:

Hassan will create a sign up sheet and write an announcement to gain participation from the student body. Together, the students will walk to the elementary school every Monday and Wednesday during lunch. They will eat with the students, helping them with opening packages and cleaning up messes and then they will read for 20 minutes. Afterwards, they will walk back to school in a group.

Mrs. Brown and Ms. Cardby will create a sign up sheet so other teachers can help supervise the walk and the reading.

Campaign dates:

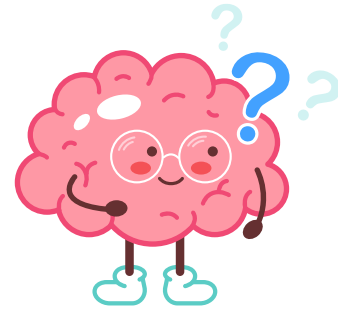
Starting April 3rd and going until the end of the school year.



Student Research Sheet

Resources

When choosing to advocate for a given topic or cause, it is important to properly research the subject in order to best help the given population. Here are some things to keep in mind:



1.) Who is the population I am researching? Do they have any platforms I could use to find out information?

2.) Who can provide me non-biased information about this given subject?

3.) What are some key words about the subject? Can you find definitions?

4.) What are ideas that I should keep in mind? Are there any cultural or other restrictions I should be keeping in mind?

5.) What are the tools that I am using? Are they up to date? Do they have any sources listed? Are they reputable?

Ask yourself:



Welcome to

Campaigns

Discovering your impact.

How to Use the Campaigns

Campaigns

Campaigns are ideas that you and your group can use to create real change in your communities and abroad. But here's the thing, your campaign is yours. Do what makes sense for your group. Campaigns are all about finding ways to take ideas and make them into your own. No two campaigns are exactly the same.



Throughout the campaign, reflect on your actions and how they are contributing. About half way though the campaign, discuss with your group and issue's they may be seeing. Remember, these ideas will be important when reporting !

The basic format:

1.) Research

Using the Student Research Sheet (P.) investigate your topic and learn everything you can about the issue at hand and the best things you can do to solve it.



2.) Plan

Using the Campaign Planning Sheet, plan out your campaign. Include every detail, and ask yourself the questions provided and any others you feel may help keep your campaign running smoothly.



3.) Take Action

Put your campaign into action! Consult your plan throughout the campaign to ensure you are on track.



4.) Celebrate

Celebrate your group achievements! You have helped so many people! And don't forget- report your success to danfoote@nbnet.nb.ca

Why Take Local Action ?

Campaigns

Let's be honest:

In small town communities, it may be easy to think that everybody knows everybody. Truth is though- that everyone does not know everyone's struggles or needs. That is why it is so important that as We Believe groups, we provide help to those in need. No judgement.



Take this example:

Sophie is a young mom. She works at the local hospital, she volunteers at her kids school, and she coach's the U8 soccer team. Everyone thinks she has it under control.

Truth is though, that Sophie has been having a hard time taking care of herself, because she is always so busy. Until, that is, she sees the self care talk being organized by her communities We Believe group. After attending, she realizes that she needs more time for herself. She starts therapy, yoga, and gets a sitter once a week for a well deserved me-night.

You. Can. Make. A. Difference.

Why Take Global Action ?

Campaigns

Let's be honest:

By the power of social media, we are more aware of people in different countries than ever before. However, online platforms do not always share the reality - that is why it is important to do our own research.



Take this example:

A young family moves to Canada. They need help finding housing, jobs, and more. You ask what you can do to help, being the kind person you are, but they see your question as offensive. They don't accept your genuine offer for help.

However, by doing some research, you would have been able to understand that families cultural experiences and backgrounds. You would have known how and what to do to help them. And if in doubt- ask!

You. Can. Make. A. Difference.

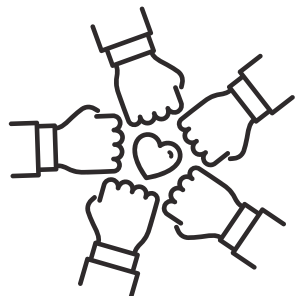
We Volunteer

Learning Outcomes

What to include in your lesson plan: Time is Valuable

Subject	Skill	Research	Where to volunteer
Science	Team Work	Community groups	Non for profit
Social Studies	Collaboration	Social Media	Healthcare
Physical Education	Respect	Guidance	Youth sports
Math	Empathy	Local websites	Community events

we ♥



We Read



Why read ?

Reading strengthens our brains, increases our empathy, reduces stress, and builds vocabulary.

Remember, encourage students to read books that they want to read. Everyone's reading preferences are different!

Did you know ?

A huge barrier to children's literacy is access to books. That is why in We Believe runs campaigns donating books to youth.



How to encourage reading in your classroom:

- Ask students open ended questions about reading, like:
- "Why read ? Why do you value reading ? What is your favourite type of book ? When do you read ?"
- Create a book club
- Make reading competitions
- Host reading circles



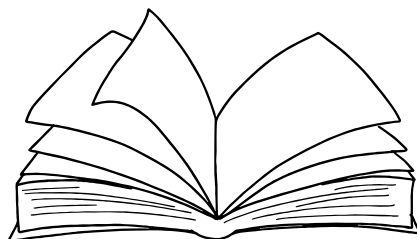
We Read:

Learning Outcomes

What to include in your lesson plan: Knowledge is Power

Subject	Skill	Research	Types of books
Language	Critical Thinking	Local library	Novels
Social Studies	Research and Writing	Online data base	News papers
History	Leadership and Communication	Textbooks	Credible websites
Health	Literacy	Audiobooks	Classics

we ♥



Reporting your campaigns

Why report:

By reporting your campaigns, you let our team know that you are changing lives! Also, it gives you a record of your achievements, your learnings, and your process. These can be helpful for future leaders and for yourself.



How to report:

Send an email to danfoote@nbnet.nb.ca containing the following information :

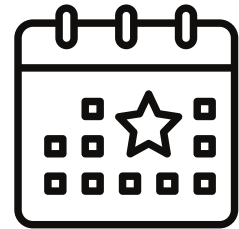
- Your group name, school (if applicable), and location
- The name of your campaign
- A paragraph long explanation of your campaign
- A paragraph long explanation of your achievements, including any statistics, facts, or numbers you want to share
- Any photos or videos or news articles relevant to your campaign

We. Want. To. Celebrate. You.

We Believe Events

Campaigns

We Believe Events are being organized all across North America. Let's take a look at the We Believe 2023 in Saint John, New Brunswick:



We Believe Saint John 2023

Saint John, New Brunswick is a coastal city that held the most recent We Believe event in their TD Station.

Gathering more than 8000 youth and educators, participants heard from nearly two dozen speakers - encouraging them to make change in their communities.



We Believe Speaker

Campaigns

We Believe Events are being organized all across North America. At your school, you can host a We Believe Speaker. Here are the steps:

Step 1: Chose a subject(s)

Think about the challenges your school faces. How could your We Believe group help? What would inspire change?

Step 2: Pick a speaker

By browsing the We Believe website, chose one speaker that is aligned with what your school needs. Remember, make this a group discussion by using your group guide!

Step 3: Details

Before you approach the school administration, plan out details such as times, dates, locations, costs, etc.

Step 4: Contact We Believe

Contact We Believe and provide us with the details... who, times, location, etc.

Step 5: Advertise the event

Hype it up! Invite people to come and hear what the speaker has to say!

Step 6: Enjoy and Celebrate!

Have fun during the event! Afterwards, have a discussion about the positives and the negatives. Keep these for next time!





The Leader's Guide



Authors message:

My name is Grace and I am the author and designer behind the We Believe Leader's Guide. I would like to thank you for taking the time to read my creation. Many hours of hard work and reflection were put into this project, and I hope that the tools included will help you make change. Afterall, our shared goal here at We Believe is to help you help others.

Throughout the creation of the book, I had two main goals. 1.) To inspire and 2.) To help. When I was in high school, I ran my own We Believe team, and from that experience I learned so much about leadership and about how to efficiently help others. However, I also learned that by having a solid guide put in place, leader's can make the most of their impact.

So, take this guide as a sign that you can do it! Use the knowledge and the advice to shape your path- but remember, no two We groups are the same .

*Sincerely,
Grace Anderson
Quispanasis. NB*

We Believe

