



WE Charity

Communication of Engagement

Submitted: September 5, 2019

H.E. António Guterres
Secretary-General
United Nations
New York, NY 10017 USA

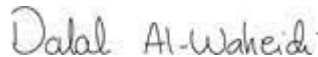
Dear Mr. Secretary General,

I am pleased to confirm that WE Charity remains committed to ten principles of the UN Global Compact with respect to human rights, labor, environment and anti-corruption. With this commitment, we express our intent to continue our membership in the Global Compact, and in so doing, advancing these principles. We also pledge to participate in and engage with the UN Global Compact in the following ways:

- Active participation in the UN Global Compact USA Network;
- Direct implementation of the Sustainable Development Goals through our WE Schools, WE Villages, and WE Day programming;
- Partnership with corporations dedicated to the Sustainable Development Goals, supporting their Compact commitments through engagement in our programs; and
- Engagement of UN Global Compact in WE Day to promote the Sustainable Development Goals to youth, and to promote the Compact to our corporate partners.

We recognize that a key requirement for participation in the Global Compact is the submission of a Communication on Engagement (COE) that describes our organization's efforts to support the implementation of the ten principles and to engage with the Global Compact. As such, please find our first bi-annual submission here.

Sincerely yours,



Dalal Al-Waheidi
Executive Director
WE Charity

WE Charity's Local and National UN Global Compact Network Engagement

WE Charity has been an active member of the US Network of the UN Global Compact throughout the past two years. In total, WE Staff and executives have participated in more than 10 unique US Network events, engaging with over 100 members from more than 25 companies. Moreover, we have hosted more than 20 different network companies at WE Day UN, an event that is in partnership with the UN Global Compact.

- **2** WE Day events with more than **20** Network members including Unilever, Bayer Pharmaceuticals, and NASDAQ
- WE Employees have attended **2** UN Global Company Summits in New York, in both 2018 and 2019
- WE sent **2** employees to present the 2018 UN Global Compact Chicago Symposium
- Engaged over 20 companies during Summits and Symposiums including:
 - United Airlines
 - CBRE
 - UN Federal Credit Union
 - General Motors
 - Thermo Fischer Scientific
 - Hershey Company
 - The Boston Consulting Group



*UN Global Compact Network USA Engagement Director, Adam Gordon
with Kareem Abdul-Jabar at the WE Day 2018 Cocktail Party (Honoring Corporate Partners)*

WE Charity's SDG Engagement and Promotion

WE is a movement that believes when we come together, we can create an even better world. WE makes it easy for companies, families, schools, and educators to get involved offering resources to help our stakeholders create positive social change in their community and around the world. WE partners with vetted corporations in order to bring this vision to life.

WE Charity empowers domestic and international change through WE Schools – domestic programming offered to schools across North America and the UK that empowers educators and students to take action on issues in their communities. Internationally, WE Charity empowers communities to lift themselves out of poverty with WE Villages. This sustainable, wholistic development model focuses on 5 key pillars (Education, Water, Health, Food, Economic Opportunity) that, in totality, empower communities in Eastern Africa, South America, and Asia to break the cycle of poverty.

WE Day is the celebration of the WE Movement, where hundreds of thousands of youth involved in WE Schools celebrate their incredible successes while seeing renewed inspiration for their next year of social change.

Holistically, WE Charity aligns with several of the UN's Sustainable Development Goals – specifically the following goals:



WE Schools

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

Through educational resources and service campaigns, K-12 students further their curricular learning and develop the life skills for success. Young people are challenged to research and make an impact on at least one local and one global issue that sparks their passion.

WE Schools groups and classes receive curricular resources, service campaigns, professional development for educators, and mentorship programs to help students become change-makers. For teachers it revitalizes their class, the curriculum, and everyone's passion. The WE Schools program reminds everyone what classrooms are supposed to be: vibrant, bubbling incubators that inspire tomorrow's best leaders.

- **20,000** Active WE Schools groups across Canada, The United States, and the United Kingdom, totalling more than **4,327,000** involved youth.
- A total of **1,327** motivational speeches delivered across North American and the United Kingdom
- **26,339** youth that participated in **1,477** social action planning workshops across North American and the United Kingdom
- WE Schools global social impact value (cause-inclusive fundraising initiatives, value of youth volunteerism, and value of local food collection) totalled **\$265,921,623 USD**
- Students participating in WE Schools fundraised **\$8,307,095 USD** that supported **4,901** local organizations, and **\$5,810,916.08 USD** that supported **1,264** global organizations

SDG Alignment:



WE Schools provides direct impact on quality education and workplace readiness through its implementation of year-long service-learning curriculums, campaigns, and resources for both educators and students that empower them to take action on social issues in their local and global communities.

- **86%** of students involved in WE Schools ask more critical questions to reflect on and understand issues and concepts
- **79%** of students involved in WE Schools now display a greater enthusiasm for learning
- **87%** of students involved in WE Schools are now more capable of effectively voicing their own opinions
- **90%** of students involved in WE Schools demonstrated increased leadership among their peers
- **87%** of students are more able to work effectively and respectfully in diverse teams
- **84%** of WE Schools Educators feel a renewed inspiration for teaching and engaging with young people
- **83%** of WE Schools Educators are better equipped to teach about social justice issue through active citizenship-based learning



The WE Schools program and its resources don't discriminate. Our programming is available students and educators of any minority or majority group, as well as digitally to allow schools outside of our staffed regions, to have equal and equitable access to our programming.

- **62.8%** of WE Schools participants identified as female
- **34.7%** of WE Schools participants identified as male
- **1.6%** of WE Schools participants identified as transgender

WE Schools Corporate Partner Case Study: AllState



Through WE's partnership with Allstate and the Allstate Foundation, we have created incredible impacts through our WE Schools programs across the United States that include:

- Launching a national action campaign called "WE Volunteer Now" to support youth volunteerism on any issue they identify as pressing in their local community.
- Approximately four hundred \$250 grants delivered to youth to contribute to their action plans towards making a difference in their local communities through volunteering.
- Eighty-five schools visited across the United States, to deliver speeches and facilitate action-planning workshops to over 2,500 youth about the power of volunteerism and its impact on social and emotional health.

WE Villages

For two decades, WE Villages has been engineering an international development model to end poverty. It's not a handout or a single solution, but a combination of key interventions that empower a community to lift themselves out of poverty

Our core mission is empowerment. In North America, we empower people to create positive change around them. WE Villages applies the same philosophy in developing countries, where our local staff work with rural villages and regional governments to support, teach and empower people within our five Pillars of Impact:



SDG Alignment:



Education



The WE Villages Education pillar aims to provide equitable access to quality education to girls and boys across nine countries in which we work. Access to quality education includes ensuring that physical structures allow students to succeed, and that student-teacher ratios allow students with all learning styles to succeed.



Gender equity begins with access to education for women and men, and girls and boys. Our programming partners with communities to empower the education of females and males equally, through continued conversations about education importance, and demonstrating the value of investment in education.



Likewise, WE's access to education reduces inequalities within communities, and across communities. Through our deep partnerships with community members, WE's education pillar provides equitable access to education classrooms and buildings, as well as government mandated teachers in each country we work in.

Impact Examples:

- Global: 1,500+ schoolrooms built, helping 200,000 students access education
- Haiti: Since 2010, the attendance at Manac Primary School has increased over 400%
- Ethiopia: We have enrolled over 25,000 out of school children into school, retaining over 90% of them at least for six months



Water



WE Villages water pillar not only aims to provide clean water sources, but also works with our partnered communities to provide education on sanitation and reduction of water use. Clean water manifests itself through wells, boreholes, water collection infrastructure, and the covering of open wells.

Impact Examples:

- Global: Over 1 Million people with access to clean water and sanitation programs and facilities
- Kenya: Total of 16 boreholes built, which on average, has decreased the amount of time women spend collecting water by 82%, translating into over 2,774 hours per year – over 115 days.
- Ecuador: On average, 1,752 hours per year is saved – 73 days – through our water programming and infrastructure.



Health



Through clinics, mobile medical units, and medical supply distribution, we've empowered tens of thousands of rural community members with the knowledge to prevent disease, seek medical attention and improve their families' well-being with healthy habits. We've also provided clean water and access to sanitation to over 1 million people which helps prevent diarrhea—a leading cause of death among children under five.

Impact Examples:

- Kenya: Over 90,000 patient visits and over 1,500 babies birthed at Baraka Hospital
- India: Over 700 new stoves and chimneys (smokeless chullahs) installed in family homes



Food Security & Agriculture



We work with communities on programs that promote food security and improved agriculture, like school gardens and irrigation projects. Made possible by our founding partner PotashCorp, together we provide families with better access to healthy food and surplus food to sell, empowering them to grow strong.

Impact Examples:

- Global: Over 15 million meals produced with our support
- Haiti: Over 1,200kg of produce harvested through demonstration gardens in 2018



Economic Opportunity



We teach community members, often mothers, skills such as animal husbandry, or implementing savings and loans associations to help generate income, accrue savings and ensure sustainability. Through a mix of engaging the local government and developing alternative income programs, we help our WE Villages partner communities reach a level of self-sufficiency.



Our WE Villages program is active in 9 developing countries, creating a sustainable model of international development. WE Villages has already provided high quality education to over 200,000 children while helping families break the cycle of poverty at the same time.

Impact Examples:

- Over 600 super goats distributed to opportunity groups members. This improved breed of goat grows to have more meat mass (and is therefore able to generate more food and income), produces more milk (helping to combat malnutrition), and reaches maturity more quickly and reproduces more rapidly (increasing overall benefits through additional goats).
- In a sample of 5 opportunity groups from Kenya, group members have been able to increase their savings by 230% from 2018 to 2019.
- Over 30,000 women provided with the tools to gain economic self-sufficiency

WE Villages Corporate Partner Case Study: Unilever



Through WE's partnership with Unilever, we have created incredible impacts in our WE Villages communities around the world. Alongside Unilever we have:

- Empowered over **80,000 women farmers** in communities where Lipton tea is grown through financial and business skills training
- Raised Through our retail partnership with Walgreens, Unilever's sold products generated **13 million** gallons of water raised in a **4-week** promotional period.
- Also: Empowered over **1680 youth** through our WE Schools speaking tour and virtual programs, focused on the sustainability and the sustainable development goals

WE Day

WE Day is the manifestation of the WE Movement, an ocean of people coming together to create impact. Across North America, Canada, and the United Kingdom, students earn their way to WE Day by taking action on one local and one global cause. It brings together world-renowned speakers and award-winning performers with millions of young people and families to celebrate and inspire another year of incredible change. WE also partners with **UN Women** and **UNAIDS** to promote the SDGs on the WE Day stage.

WE Day is open to all causes and organizations. Throughout all platforms, including WE Schools, we invite people to choose the causes at home and around the world that matter to them.

- WE Day produced **18** WE Day shows, empowering **over 250,000** youth across The United States, Canada, and the United Kingdom
- **8.7M+** television broadcast views across North America

At WE Day, we find ourselves cheering for more than 1,000 causes and the everyday heroes that support them. Causes promoted through WE Day to young people include:

- Bullying – SDG 3: Good Health & Well-being
- Mental Health – SDG 3: Good Health & Well-being
- Indigenous Issues – SDG 10: Reduced Inequalities
- Gender – SDG 5: Gender Equality
- WE Villages – SDG 1: Elimination of Poverty

SDG Alignment:



WE Day's alignment with SDG 4 manifests itself in education of hundreds of thousands of youth in a series of service-learning empowerment events. As an educational opportunity, students learn more about important issues, local and global events, and how they themselves can take action to support their community.

- **91%** of WE Day youth feel they are now more knowledgeable about social issues
- **76%** of WE Day youth are more likely to plan for their future career or higher education
- **78%** of WE Day youth are more likely to talk to their friends about issues they care about
- **96%** of educator attendees felt that WE Day allowed their students to see themselves as part of their larger community
- **95%** of educator attendees felt that WE Day inspired their students to take action on local and global issues



WE Day's alignment with SDG 17 manifests itself through deep partnerships with local and national non-profit corporate partners to empower sustainably driven, socially-impact measured business-to-business partnerships. WE Day partners specifically share their companies' issue of passion, empowering youth to take action on these same issues.

WE Day Corporate Partnership Examples and Impact:

- WE Day partnered with over **50** corporate partners across varying industries including title sponsors such as **Unilever, Allstate, TELUS, KPMG, Walgreens, RBC, Microsoft, Virgin Atlantic**, and more
- **70%** of WE Day attendants plan to learn more about the ways that WE Day partners are taking action on social issues
- **89%** of WE Day attendants believe that WE Day partners care positively about impacting the communities they work in
- **81%** of adult WE Day attendees believe that WE Day partners are taking actions on issues that are important to them
- **66%** of adult WE Day attendees are more likely to consider a WE Day partner's product or service
- In addition, UN Global Compact has been actively engaged in WE Day in order to promote membership to our corporate sponsors.