



**WE Charity**

**Communication of Engagement**

Submitted: September 2, 2022

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 in its support of the Ten Principles of the Global Compact with respect to human rights, labour, environment, and anti-corruption. With this communication, we express our intent to continue our membership in the Global Compact, and, in doing so, to advance the Ten Principles as part of our activities. We commit to continuing to do so in the following ways:

- Engaging corporate partners in the delivery of meaningful programming;
- Promoting the Ten Principles among corporate partners; and
- Actively participating in the UN Global Compact USA Network.

We recognize that a key requirement for participation in the Global Compact is the biennial submission of a Communication on Engagement (COE) describing our organization's efforts to support and engage with the Ten Principles. Please find below our Communication on Engagement. We welcome feedback on its contents look forward to continuing to report on our progress every two years.

Sincerely yours,



Scott Baker  
Executive Director  
WE Charity

## Description of Actions

### I. Engaging partners in the delivery of WE Schools programming

WE Schools—one of WE Charity’s signature initiatives—is an innovative series of experiential service-learning programs that engage educators and youth globally to empower them with the skills, knowledge and motivation to bring positive change in themselves and the world. The program aims to revitalize the fundamental purpose of education, instill a love of learning in students, move them to develop life skills to better the world, and empower them to forge their own personal paths to success. It reminds everyone what classrooms are supposed to be: vibrant, bubbling incubators that inspire tomorrow’s best leaders.

WE Schools groups and classes receive curricular resources, service campaigns, professional development for educators, and mentorship programs to help students become change-makers. Educators are given the tools to engage their classes, allowing students to further their core-curricular learning while gaining an understanding of the root causes of the pressing issues around them such as bullying, poverty, wellbeing, etc. The materials help revitalize their class, the curriculum, and everyone’s passion, and support their efforts to empower students to forge their own paths to success.

The WE Schools programming is available to students and educators of any minority or majority group. The digital format of the programming allows for equal and equitable access.

#### a. Our Partners

In bringing WE Schools to life, WE Charity develops meaningful partnerships with corporations, offering them the opportunity to take part in promoting Global Compact-related issues and, in the process, empowering young people to make a difference.

WE Charity evaluates all partners against a set of defined principles, policies and guidelines and is proud to currently work with two partners in delivering WE Schools programming—Microsoft and Hershey Company.

##### i. Microsoft and “Tech for Good”

By incorporating technology into their service-learning actions with WE Schools’ Tech for Good programming, students can take their actions even further and amplify their voices globally. Through resources that cover topics such as STEM, literacy and workplace readiness, students build valuable skills that will prepare them for the future. Equipped with these skills, students are also able to take action on causes they care about, in ways that they otherwise might not be able to, for example, by creating interactive maps of community resources to combat food insecurity, online resource centers, and virtual issues boards to raise awareness.

##### ii. Hershey Company and “Heartwarming Project’s Action Grants Program”

The Heartwarming Project helps youth develop well-being skills, through social-emotional, learning-based approaches, and prepare them for success in the workplace. Hersey works with WE Charity by sponsoring the Heartwarming Project Action Grants Program, an initiative that provides young people with \$250 grants to take action to create more inclusive, empathetic and kind communities. In 2020, many applicants focused on racial justice and other inclusion efforts, as well as on combating social isolation during the COVID-19 pandemic.

## **II. Participating in the Global Compact Network**

For the past five years, WE Charity has been an active member of the US Network of the UN Global Compact. Going forward, WE Charity looks forward to continuing to serve as an active member by participating in Global Compact events and engaging with other members.

## **III. Promoting the Ten Principles among partners**

In addition to bringing WE Schools programming to life, WE Charity also works with partners by sharing our expertise with them.

### **a. Microsoft Education**

WE Charity works closely with Microsoft Education through a long-term partnership with the company. Microsoft Education provides educational tools and free resources that help schools and teachers around the world engage students, empower educators, optimize institutions and transform learning.

In working with Microsoft Education, WE Charity assists with the delivery of professional development sessions and trainings to teachers who are part of the Microsoft Education network and educates the Microsoft Education team in areas where we bring expertise, including around a variety of social issues. Doing so offers an opportunity for WE Charity to share its expertise in Global Compact-related issues with a partner with a vast network, for increased impact.

## **Measurement of Outcomes**

### **I. Qualitative outcomes**

With the support of our corporate partners, WE Schools provides direct impact on quality education and workplace readiness through its implementation of year-long service-learning curriculums, campaigns, and resources. Research shows a consistent set of positive outcomes for students participating in service-learning, including:

- Improved social skills and well-being;
- Increased interest in and awareness of social issues and increased political engagement;
- Increased engagement in volunteering and other activities creating a positive impact;
- Improved university and workplace readiness;
- Increased academic engagement and commitment to academic success; and
- Increased leadership skills and civic responsibility.

The positive outcomes for educators include:

- Increased fulfillment;
- Improved access to leadership opportunities for their students; and
- Increased awareness of topics and causes of importance to their students.

What makes the WE Schools program unique is that it empowers students to support the causes that are important to them and helps them identify ways of providing support that reflect the students' unique interests and abilities. As such, it has given students the opportunity to support a wide range of causes, not limited to:

- Human rights;
- Sustainable communities;
- Climate change;
- Gender issues;
- Anti-discrimination;
- Hunger;
- Mental health and wellness;
- Clean water & sanitation; and
- Accessibility.

### **II. Quantitative outcomes**

We are proud of the reach that WE Schools maintains across the US and internationally. Within the last four years:

- Nearly 150,000 educators, from approximately 16,000 schools, have engaged with WE Schools programming.
- Of these educators, 83,320 have been US educators.

Among US educators surveyed in 2021:

- 88% were more likely to integrate service learning and social and emotional learning content into my regular classroom and school community;

- 79% were better equipped to teach about social justice issues through service-based learning/ social action;
- 84% felt more inspired to teach and engage with students/young people; and
- 66% felt that WE Schools programming has helped them make service-learning/social action an integral part of my school or community.

WE Schools programming also meaningfully contributes to social change through increased civic engagement. For instance, compared to similar peers, students who engage (or have previously engaged) with WE Schools programming are:

- 5x more likely to self-identify as social change agents;
- Nearly 8x more likely to start campaigns to solve social problems;
- 2x more likely to report that they volunteer at least once a week; and
- 1.3x more likely to report that they regularly vote in political elections.