



**WE Charity**

**Communication of Engagement**

**Submitted: September 2, 2024**

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:

- Direct implementation of the Sustainable Development Goals through our WE Schools/Education+ Platform, and our International Sustainability projects in Kenya and Ecuador;
- Partnership with individuals, foundations, and corporations dedicated to the Sustainable Development Goals; engaging them in the delivery of meaningful programming.
- Promoting the Ten Principles among our 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 biannual 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,

A handwritten signature in black ink that reads "Scott Baker". The signature is written in a cursive, flowing style.

Scott Baker  
Executive Director  
WE Charity

## Description of WE Charity Actions

### I. WE Schools & Education Plus Programming

Our domestic education programming, WE Schools & Education Plus continues to be the WE Charity's signature initiatives. This programming focuses on enhancing educational opportunities for communities across the United States and Globally. The primary objectives are to support academic achievement, promote social-emotional learning, and foster a sense of civic responsibility among youth.

The WE Schools programing powered by the Education Plus platform provides youth and educators with 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 & Education Plus programming is available to families, students and educators of any minority or majority group within the US and globally free of charge. The digital format of the programming allows for equal and equitable access.

#### 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 continue our partnership with 2 strong and impactful organizations in delivering WE Schools programming—Microsoft and Hershey Company.

#### 1. 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.

#### 2. Hershey Company and "Heartwarming Project's Action Grants Program"

- The Heartwarming Project is ongoing and 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.

## **II. International Sustainability Projects in Kenya and Ecuador**

For over 25 years, 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: Education, Water, Health, Food, and Opportunity.

The WE Villages Strategy has been to partner with the government and communities and was designed to be handed off to communities after approximately 5-8 years. With all WE Villages community development projects successfully handed over to the local communities, the organization is now focused on securing long term impact of 5 sustainability projects in Kenya and 3 sustainability projects in Ecuador.

In Kenya WE Charity supports 5 regional sustainability projects that are important to the WE Village communities in which we completed development projects and across all of Kenya for large-scale change.

### 3. Baraka Hospital

- Baraka Hospital was established in 2010 with the goal of improving access to health care for hundreds of thousands of people from rural communities across the Maasai Mara region. Generations of community members rely on Baraka Hospital for quality medical care when they need it most, from delivering healthy babies to providing urgent life-saving treatments.

### 4. Women's Empowerment Centre

- Women's Empowerment Center (WEC)-based programs are focused on financial literacy and economic training for female entrepreneurs and female-led businesses. The WEC has helped thousands of women become more financially independent, increase their household revenue, and strengthen their families' financial stability.

### 5. Kisaruni Group of Schools

- Education work in Kenya continues with the same momentum, hope, and resilience which it always has, and has not paused for a moment. Today, Kisaruni hosts students across the school's two campuses: Milimani. (Girls Campus) and Ngulot (Boys Campus).

### 6. WE College

- WE College opened in 2017. It empowers students with the skills and knowledge they need to pursue their chosen careers and become leaders in their communities. WE College is helping drive positive and long-term sustainable impacts in rural communities that will be felt for generations.

### 7. Oleleshwa Farm

- Oleleshwa Farm was established in 2013 and is a model farm designed to share knowledge with learners and farmers on modern sustainable agricultural techniques.

Training programs build capacity and confidence with improved crop and farming practices which are then brought back to local community farms and implemented at the household level. The farm has 24 greenhouses, a training space, large open fields and a section dedicated to pollinators.

In Ecuador WE Charity supports 3 key sustainability projects which ensure the sustainability of the impact of our work over the last 20+ years.

#### 1. Minga Agriculture Learning Center

- Food Security and Agricultural programming based out of our WE Agricultural Learning Center - A 170+ acre facility was established to empower farmers to learn modern, sustainable skills to practice on their own farms which will result in long term food production for family consumption and economic support. Our Food Security program and focus on agricultural education is helping communities through reforestation and a diversity of crops

#### 2. Mobile Health Clinics

- Health programming in Ecuador is focused on providing access to health care and advancing education to help families maintain a healthier lifestyle. Rural communities in the Amazon often face geographical isolation and limited to no access to health services. Our Medical Brigades travel for a day via canoe and hike to visit local communities. Via the brigades we take much needed medical supplies to the communities, engage the community in health education training, and provide healthcare to locals who would otherwise not have access to any medical care.

#### 3. Women's Empowerment Center

- Women's Empowerment programming in Ecuador is focused on alternative income opportunities. The empowerment of women is a catalyst to improve the lifestyle of rural communities and solve some of Ecuador's most pressing challenges of gender equality, domestic violence and poverty. Our program takes a multi-pillar approach and provides women education, community, and access to tools and resources to become financially independent and equal leaders in their households.

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

In addition to bringing WE Schools & Education Plus 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.

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

WE Charity has been an active member of the US Network of the UN Global Compact for over 5 years. 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.

# Measurement of Outcomes

## I. WE Schools & Education Plus Programming 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 continues to show a consistent set of positive outcomes for students and educators 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;
- Increased leadership skills and civic responsibility;
- Increase Educator fulfillment;
- Improved Educator access to leadership opportunities for their students; and
- Increased Educator 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.

We are proud of the reach that WE Schools and Education Plus maintains across the US and internationally. During the 2022–2023 school year, programming for teachers and youth involved in the WE School program in North America and globally resulted in:

- 150+ Countries engaged in our platform
- A network of millions of teachers engaged in our platform
- 20+ million students mobilized, inspired, and engaged in our platform
- School and youth impact:
  - 73% of WE Schools are Title 1, where 75%+ of the students live at or live below the poverty line
  - 13 Service-Learning Campaigns available to students globally including 75 campaign resources and curriculum supports
  - Service-Learning Campaigns are aligned to the UN Sustainable Development goals and focus on topics such as: food insecurity, mental health and well-being, sustainable innovation, inclusive design and gratitude
  - 70 Social & Emotional Learning resources offered: 45 lesson plans, 22 activity cards, 3 educator guides & manuals

- Educator impact:
  - 12 Global Classrooms and Professional Learning Sessions hosted for teachers and youth
  - 66% of WE Schools teachers have used our Well Being Program Resources
  - 89% of WE Schools teachers rank our high-quality educational resources as top reason for using our program

## **II. International Sustainability Projects Outcomes**

The WE Villages five-pillar development model is an effective, sustainable and cost-effective approach that works to break the cycle of poverty in rural, marginalized communities worldwide. Research has proven that our programs have a lasting impact on the communities in which we work.

During the 2022-2023 fiscal year our international sustainability work in Kenya and Ecuador resulted in:

- Kenya
  - 163 students enrolled at WE College with a total of 65 students successfully graduated
  - 800 people trained on modern agricultural techniques that improve crop and farming practices at Oleleshwa Farm annually
  - 223 students enrolled at Kisaruni and on scholarships; 100% of 2023 graduates qualified for college or university
  - 7200+ healthy babies delivered at Baraka Hospital by the end of 2023
- Ecuador
  - 5000 women engaged with our women's empowerment program with 92% practicing what they learned
  - 10K patients treated by Mobile Health Clinics across 70 communities annually
  - 12,000+ kg of produce harvested through the Agricultural Learning Center & Food Programming