



# We Day

Free The Children's annual signature event, providing a **cause agnostic platform** that celebrates the power of young people to change the world. We Day is the largest event of its kind, bringing together tens of thousands of youth and educators with celebrities, musicians and heroes sharing their inspirational stories. As a part of a year-long program of social action – We Schools in Action – youth earn their way to We Day through commitment to social action both locally and globally. We Day is not just an event – it's a movement.



Leveraging over 15 years experience working with young people, Free The Children has learned how to best engage with and activate youth to drive change. We Day generates powerful content around issues of importance, engaging audiences beyond the event. Through our experience, we have developed programs that kids love and parents value.

## Sponsorship Benefits

Through the generous support of sponsors youth across Canada attend We Day at no cost. We Day provides corporate sponsors the opportunity to deliver on organizational objectives while taking a leading role in empowering youth, promoting volunteerism and building communities across Canada.

### Gain brand exposure

- ✓ Through We Day's extensive social networks and We Day broadcasts

### Develop customized programs

- ✓ Leveraging of programs/campaigns specifically targeting audiences and regions crucial to your brand
- ✓ Reinforce CSR focus by aligning with campaigns that address important issues

### Engage key audiences

- ✓ We Day is an opportunity for sponsors to connect their brand with passionate and engaged audiences
- ✓ Promote your brand and products/services to youth who become brand ambassadors

### Highlight the issues that your company cares about

- ✓ Use We Day as a platform to achieve key CSR objectives
- ✓ Leverage this platform to demonstrate to key audiences that your company is a company that cares

### Engage your employees through a coordinated effort

- ✓ Rally Employees around a unifying cause
- ✓ Unique and exclusive events: unique volunteer opportunities at We Day events across Canada





## We Day Highlights

The event features speakers and performers who are passionate about social change:



Use the We Day platform to discuss the issues you care about

- ✓ Hunger
- ✓ Mental Health
- ✓ Girls education
- ✓ Poverty
- ✓ Aboriginal Issues
- ✓ Environment

## We Day Impacts

Students take the energy and messages of We Day back to their schools and mobilize their peers to take action, through existing initiatives or new ones that have been sparked from the event. Young people create real and tangible change. School communities are transformed by positive changes in student behaviour and the knowledge that it is cool to care.

As a result of attending We Day, youth's perceptions dramatically changed.

- ✓ The notion that "I can be a leader of social change" grew from 27% of youth to 61%
- ✓ 96% of students reported intent to either lead or play an active role in a social justice initiative at their school.

### Core Audience

- Students aged 12-17
- They are driven, passionate, idealistic, networked, engaged and visionary leaders
- **62,000 youth** in stadium and over **350,000 people** watching online

### Media

- Hosted by Joe Jonas and Nina Dobrev, and Jesse Giddings and Jessi Cruickshank
- More than **860,000 Facebook friends** and more than 110,000 Twitter followers for @craigkielburger and others

**1 in 6** Canadians watch the broadcast. A total of **5.4M viewers** in Canada.



In the 2010/2011 school year following We Day, youth:

- ✓ Volunteered more than **1.7 million hours** of their time
- ✓ Raised **\$5.4 million** in donations to support local and global organizations
- ✓ Collected more than **609,229 lbs of food** to stock the shelves at food banks

### About Free The Children

Founded in 1995 by international child rights activist Craig Kielburger, Free The Children is the world's largest network of children helping children through education, with more than one million youth involved in our innovative education and development programs in 45 countries. To learn more about Free The Children and the We Day movement please visit [www.weday.com](http://www.weday.com).

To discuss opportunities for your organization, please contact:

**Melani McLeod-Woloshyn**  
Associate Director of Sponsorship  
Free The Children  
Tel: 416.925.5894 ext. 298  
[melani@freethechildren.com](mailto:melani@freethechildren.com)